

PRINTERS' INK

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NEW YORK, MAY 23, 1918

10c A COPY



THE PENNSYLVANIA CHOCOLATE COMPANY, of Pittsburgh, has the largest factory for the manufacture of chocolate products west of the Alleghanies, and from that factory come those wholesome delicacies bearing the family name of "ZATEK."

There's "ZATEK" the economical cocoa—"make and serve it as you do coffee." And rich, creamy "ZATEK" almond bars; dainty little "EATMORS." A long list, and my, how they sell!

Mr. S. S. Marvin, President of the PENNSYLVANIA CHOCOLATE CO., who knows a thing or three about manufacturing and marketing, has an opinion concerning us which we proudly quote from a recent letter:

"I do business with N. W. Ayer & Son and have done business with them in the advertising line, I think for thirty-five years, and possibly longer, and I stick to the house of Ayer & Son simply because they know how to tell an advertising story and get results that are favorable"

N. W. AYER & SON

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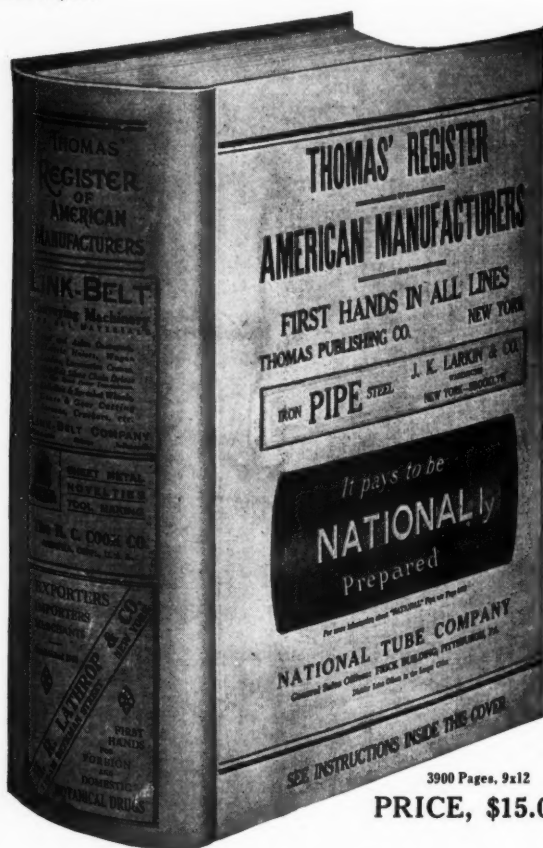
NEW YORK

BOSTON

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More than 12,000 important concerns have bought recent editions of this Register, and refer to it to find sources of supply as instinctively as they look at the clock for the time of day.

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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. CIII.

NEW YORK, MAY 23, 1918

No. 8

Tremendous New Market Springs from Five and Ten Cent Expansion

Merchandise Crisis Forces Chains and Independents into Prosperity and Development That Give Manufacturers Great Opportunity

By G. A. Nichols

THE war-time merchandise crisis with its scarcity of goods and its high prices has at least one thing to its credit: It has forced five and ten cent and variety stores to shake off their shackles and has literally thrust them headlong into unprecedented prosperity.

The change came almost as suddenly as the declaration of war. Its benefits were so well disguised that the country's cleverest merchandise experts failed to recognize them at first and could see in the situation much to alarm.

The five and ten cent stores thought they were doomed. Most of them *were* doomed—as five and ten cent stores. But the execution of sentence upon them in this particular was really their call into the better and more profitable existence they are now enjoying.

The result of it all is that to-day the five and ten cent field is enlarged and revised, giving to manufacturers a greater outlet than ever before. And it was no small demand before, as manufacturers all over the land can testify. The five and ten cent chain store trade—and independent trade, too, for that matter—has put many a worthy product on the map through supplying a contact point with the masses. To-day these stores are doing vastly more in this direction because they have widened their

appeal and their offerings far beyond the original restricted limits.

Most of the five and ten cent stores had to quit being five and ten cent stores because high costs made it impossible for them to get enough merchandise within the five and ten cent range to take care of their business.

They had to branch out into the more expensive lines of popular-priced merchandise, all the while featuring the five and ten cent idea as strongly as they possibly could.

Two big things have happened.

In the first place these stores are selling the higher priced merchandise with the utmost ease. Their reputation for bargaining is such that they did not have to sell the people at all on the higher priced lines. If a woman can get a bargain in a store for a dime it is natural that she should expect to get bargains for 39 cents, 50 cents and other prices.

In the second place the five and ten cent merchandise that these stores now sell, although somewhat restricted in scope, pays them a much larger percentage of profit than before even in the face of the higher costs.

The net result explains the reason for the remarkable prosperity spoken of above.

But this is getting just a little bit ahead of the story.

For a long time the merchan-

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dise offerings in the five and ten cent field had shown a tendency to narrow. Before the war was even thought of by anybody except the Kaiser, manufacturing prices kept creeping up, nibbling away the retailer's profit on certain items or forcing him to throw out the items. When the big crash came and prices shot skyward almost over night, the five and ten cent stores and variety man got scared. Goods that had cost him 35 to 42 cents a dozen wholesale quickly rose to 50 and 60 cents a dozen, removing them effectually from the five cent retailing class. His ten cent goods that cost 85 to 87 cents a dozen increased to \$1.10 and \$1.15 a dozen, making them impossible as ten-cent sellers. The man with a twenty-five-cent line of goods that he had been buying all the way from \$1.75 to \$2.25 a dozen found the prices advanced in some instances up to \$4.

WAR HASTENED CONDITION THAT WAS COMING ANYWAY

There was just one thing to do. This was done in stores all over the country. Selling prices were advanced whenever possible. Five-cent items were advanced to ten cents, quantities and weights were reduced and other restrictions made so as to maintain the five and ten cent standard as nearly intact as could be. The next thing was to branch out into higher-priced lines. With the ten cent limit removed it was perfectly allowable to charge 15, 19 or 20 cents for goods that had been sold at a dime.

It was feared at first that people possibly would be scared away by the increase and turn to the department stores for their goods. But the exact opposite happened. The exigencies of war finance have made this a nation of careful buyers. People who previously had little or nothing to do with five and ten cent stores now turn to them as furnishing a solution of their buying difficulties. To their surprise and satisfaction they find that the former five and ten cent stores offer

them a range of popular-priced goods at a wide range of figures other than nickels and dimes.

Thus it was that the leap of the five and ten cent store into its present condition of marked prosperity was almost as sudden as the coming of its crisis immediately after war broke out.

The stores have by no means lost sight of the pronounced advertising value that comes from the numerals 5, 10 and 25. They have resorted to numerous interesting expedients to keep their five and ten cent and their five, ten and twenty-five cent lines as large as possible. In this they have received valuable co-operation from manufacturers.

It was amazing to find how many opportunities even the limited priced five and ten cent store had to increase prices and profits on its goods and at the same time not go over a dime.

People wonder how Mr. Woolworth has been able to hold out so long with his strictly five and ten cent limit. Mr. Woolworth won't say. The inference is that he has some mysterious buying power that is not vouchsafed to ordinary merchants in his line. Well, of course, Mr. Woolworth does have a tremendous buying power. But merchandise is merchandise and manufacturers are not giving it away these days, even in quantities. The truth is that Mr. Woolworth's success in holding out at a profit is in his clever selling as much as in his buying. The same thing that now makes the all-priced variety store its unusual profit on five and ten cent goods enables Mr. Woolworth to keep going and to keep proudly flying his five and ten cent banner.

Here are a few instances taken at random from a study of a typical five and ten cent store's stock showing how merchandise and prices have been juggled around to fit the present emergency. These remove from the mystery many of its mysterious points.

Stores used to sell matches at a penny a box. The same matches

Building Campaigns on Facts: A Five Part Series

No. 4

Planning the Offensive

Campaigns for McCann clients are planned in complete detail in advance.

Impossible? Oh, no. For we are fortified by FACTS scientifically analyzed.

Experienced merchandising men contribute valuable suggestions from their stores of knowledge; publications are selected by a media department possessed of an intimate acquaintance with ALL publications and an appreciation of the value of other forms of advertising; art treatment is determined by practical idealists who know how to individualize an advertiser's illustrations; men who have sold goods successfully by personal contact, and are doing it now in a bigger way by means of the printed word, suggest the most appealing copy slant.

A manufacturer who entrusts his advertising appropriation to us knows in advance where it is going, how it is to be used and what he may reasonably expect.

Consultations by appointment anywhere.

"Advertising Service"—a booklet about our organization and methods of operation—sent to interested executives on request.

THE H. K. McCANN COMPANY

61 Broadway
Cleveland
Toronto



NEW YORK
San Francisco
San Diego

No. 5 of this series—"Artists and Artisans"—will appear June 6

now bring five cents. Quite a net profit even at the increased buying cost.

Such small items as toilet pins, hair pins, pin cushions, sponges and the like that formerly sold at two and three for five cents are now five cents straight.

Penny lead pencils now go at two for five cents.

LARGER PROFITS AS PRICES RISE

For years the five and ten cent store had made much capital of selling candy at ten cents a pound. As far back as five years ago this was discovered to yield but a nominal profit. All-price variety men began even then to charge fifteen cents per pound for their candy. The straight five and ten cent stores kept offering ten-cent candy until sugar went out of sight. Then they started to sell twelve and even ten ounces at a dime. They saw that by keeping up the dime unit of charging they sold just as many pounds as under the other arrangement and made more money. To-day, the usual price for what formerly was ten cents a pound candy is six ounces for ten cents. Just as many pounds as ever are sold and an extremely satisfactory profit gained. The profit from selling candy at six ounces for ten cents is, even at the high prices prevailing now, much more than it ever was at selling sixteen ounces for ten cents.

The candy manufacturers have come to the rescue in this respect also. Some stores had built up a thriving candy trade in what is known as "penny goods"—candy that sold at a penny each, two for a cent, three for a cent and so on. This profitable and popular trade is kept up at present. But the pieces of candy are smaller! This surely is figuring things down to a fine point.

Chocolate bars are smaller. What you used to get for a nickel now costs you six cents. You pay twelve cents for what formerly was a ten cent bar of milk chocolate and get a smaller bar. The stores report just as much is being sold under this deal at a

considerably increased profit. In other words, the additional buying cost is not large enough, the reduction in size considered, to wipe out the increased gross profit.

The five and ten cent store has been and is headquarters for the little cheap toys that are sold every day to children. Formerly these toys went at two and three for five cents. Now they are five cents straight.

Similar conditions prevail in soaps. Retailers for a long time got Swift's Pride Soap as low as \$2.90 for a case of 100 bars. A recent quotation on this soap was \$4.70. The cakes are smaller, too. The only recourse was to raise the price. This was done and Swift's Pride continues selling as readily as ever without any reduction in profit for the retailer. Galvanic soap that once yielded a profit at five cents a cake now costs almost five cents. But people readily pay seven cents for it. Some grades of toilet soaps also have been reduced in size if not advanced in price, thus taking care of the profit question.

CONVENIENT IN SOME LINES TO MULTIPLY PRICE BY TWO

In textiles the problem has been very difficult. One of the standard offerings of the five and ten cent store was hose for children, for women and for men at ten cents a pair. The cost price on these hose has at least doubled. The difficulty is met through selling the stockings at ten cents each rather than ten cents a pair. This maintains the ten-cent selling idea and at the same time takes care of the profit.

Dealers found also that hose sold at ten cents each really helped them sell the higher priced lines which bring a more satisfactory profit.

Gloves are being sold on the same basis, or ten cents each, thus proving an advertisement for the rest of the glove stock and yielding a profit also.

The five and ten cent merchant saw, once he broke away from the ten cent limit, that higher costs did not by any means indicate

There are still a lot of "Old-Fashioned Women"—women to whom love of home is a religion, and needlework a fine art. Proof is contained in the fact that 359,440 subscriptions to

NEEDLECRAFT

were received during the first four months of 1918. 33% came direct; the remainder were sent in by subscribers themselves—under the club plan.

Needlecraft is based on a fundamental. Its appeal is concentrated—not diffused.

One million guaranteed.



lower gross profit. On the contrary he found he could gain a larger profit than was the case when things were normal and everybody was apparently happy. Illustrating this point a Texas retailer tells about selling "Queen Anne" lamp burners for twenty-five cents each. These burners have for years cost the retailer 62 to 72 cents a dozen—standard ten-cent sellers. The cost is now as high as \$1.10 or \$1.15 per dozen. Retailing them at fifteen cents would yield about the former profit. But this man gets a quarter for the burners and increases his profit by nearly 50 per cent on cost and sells just as many. This can hardly be considered a fair retail price, cost considered, but it demonstrates what can be done under present circumstances.

Tin pails are now sold in two-quart size at the same price that three-quart sizes used to bring. To get around the higher cost in the larger size pails some merchants sell the pails at a dime and the lids at a dime.

Box paper and tablets contain fewer and smaller sheets.

It was perhaps inevitable that this readjustment of prices should cause some profiteering. That fellow, for example, who is getting a quarter for "Queen Anne" burners is making more than a legitimate profit. Only a comparatively few merchants, however, have taken advantage of the situation in this way. Furthermore, it should be pointed out in extenuation, if that is necessary, that most of the recent price increases that have taken place in this field are nothing more than an equalization of profit margins. Since we entered the war there has been a tendency in merchandising to make profits more uniform. Perhaps this has been due to the price-fixing activities of various Government boards.

In the 10-cent business margins were very irregular. Loads of items were sold as leaders, merely to make a "scream" and to increase the variety. Little or no profit was made on them. To offset the loss-

leaders and the things that were sold on narrow margins, many other items had to be priced to show a long profit. In other words, plenty of 10-cent articles had to be bought at 55 and 60 cents a dozen to make up for those that were bought at from 95 cents to \$1.10 a dozen. For a 10-cent leader it was not uncommon to pay \$1.50 a dozen. Occasionally a few things costing up to \$4 a dozen were featured.

The introduction of odd prices and higher prices into 10-cent stores has made it possible for merchants to make each article pay for itself. Instead of being obliged to sell a thing for a nickel and make no profit, it can now be sold for seven cents at a fair profit.

MARKET FOR QUALITY GOODS IN VARIETY STORES

Manufacturers will be glad to know that the five and ten cent and variety stores now see the great benefit of selling quality goods. They have found by their experiences of the last few months that quality goods sell just as readily as the others and yield a much more satisfactory profit. Thus the variety stores have been "sold" on a thing that will mean a vastly increased outlet for the higher priced goods.

It has been demonstrated that not only is there a better profit in higher priced lines but that customers buying them are much better satisfied.

For instance, a Yale lock that costs 60 cents brings perhaps 90 cents or a dollar.

The retailer may sell a dozen ten-cent locks and gain perhaps ten or twelve cents profits on the whole deal. He may sell a dozen twenty-five-cent locks and make a profit of twenty-five cents or so on a dozen. He makes more on the one Yale lock than he does on a dozen of the others.

In featuring so strongly the lower priced lines he finds much volume of trade is necessary to make up the difference between them and the prices yielded by

(Continued on page 110)

If in doubt about
Brooklyn, con-
sult the A. B. C.

It's never too
late to learn.

The "Why" of Odd Prices in Catalogues

Too Many Odd Figures Cheapen Appeal—Judiciously Used They Stimulate Sales

U. S. LEATHER GOODS COMPANY,
CHICAGO, ILL., April 13, 1918.

Editor of PRINTERS' INK:

A rather momentous question has placed itself in our way. The prices in our catalogue are all at even amounts; that is, we have never attempted to use odd prices, such as 79 cents.

We have to raise some of our prices next fall, in particular our fifty-cent leader. This is rather an important step for us. What difference, in your estimation, would it have on our trade to start quoting prices at 69 cents instead of 70 cents, at \$1.49 instead of a \$1.50 and so forth? Do you know of any other mail-order houses, which have made a similar change?

OLAF J. HALVERSON,
President.

IF the experience of other mail-order concerns may be taken as a criterion, Mr. Halverson will find it to his advantage to use odd prices. An examination of a large number of catalogues in possession of PRINTERS' INK shows a very wide employment of odd figures. This is especially true where the amounts do not exceed five dollars.

For many years the mail-order houses and the department stores were about the only mercantile establishments that quoted their prices in odd figures. This was done primarily for selling effect. It gave the impression that the price had been reduced. As a matter of fact, in most cases, this was true. The price was reduced—from a dollar to 98 cents or from some other even figure to a few cents below it. Occasionally, however, prices had been raised—say, from 75 cents to 79 cents. Merchandisers discovered that sometimes when an article wouldn't sell, all it needed was a higher price. For example a product may have been a slow seller at a dollar. Raise it to \$1.19 and it would move rapidly.

This is one of the most serious objections to unstandardized merchandise. Its only standard of

value is price, and frequently this has to be shoved up and down until it is fixed at a figure that the public is willing to accept.

The experience of one mail-order house well illustrates this. It ran across a bargain in rings and bought a huge quantity of them. The company offered the rings in its catalogue as a leader, quoting a price of \$2.48. The offer fell flat; only a few orders were received. Next the ring was offered at \$1.98; again no attention was paid to the quotation. The advertising manager made a bet that he would sell those rings or know the reason why. He had them put in a fancy box and in the next issue of the catalogue he dramatized the offering. Intensive copy was used and price was made \$5.00 flat. This time the entire stock was sold out in a few weeks. The trouble here was that the price was the only evidence the public had of the value of the ring. The first two quotations seemed too cheap.

ODD PRICES NOT UNUSUAL IN ALL SORTS OF STORES

The mail-order sellers and the department stores no longer have a monopoly on the odd price idea. As PRINTERS' INK has frequently pointed out, the price upheaval that the war caused has forced odd prices into every kind of business. Formerly the uneven figure was used for effect. Now its use is an absolute necessity. It is a benefit to both the seller and the buyer. It enables the former to make a fair profit. It keeps the latter from paying too high a price. The seller, for instance, may no longer be able to make a profit by selling his product for a nickel. At six or seven cents, he comes out whole. In the old days, when odd prices were un-

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Printing Plants in the United States*

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Presses, Rotaries. Usual Binding and Mailing Facilities, also
Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a **large or small Catalogue or Publication** to be printed you
have not done your duty by your firm or
yourself until you have learned about the
service Rogers & Hall Company give and
have secured prices.

*We ship or express to any point
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popular, the article would have to stay at a nickel or be raised to a dime.

To-day people expect to pay odd prices. If the merchant does not quote them, his customers are likely to be suspicious that he has rounded out his figures unnecessarily. In other words, they will imagine that he is getting fifteen cents for things that should be sold for twelve cents.

Common as odd prices have become, one would think that they had lost their bargain aspect. Such, however, is not the case. People still like to shop to save pennies. As the Shotwell Mfg. Co. advertises, "the humble penny has become a big factor in business." Toward the end of each month there is a big increase in the sale of War Savings stamps. People are anxious to buy before the price goes up another cent. This instinct to save, like all the prime emotions, springs eternal in the human breast. It explains the selling potency of odd figures.

THERE'S A DANGER IN TOO MANY ODD PRICES

A well known mail-order man that we consulted before writing this said that he would be greatly surprised if the judicious use of uneven prices in the catalogue of the U. S. Leather Goods Company didn't stimulate its business. That word "judicious" is important. Prices cannot be made on a hit-or-miss basis. Pricing is really a scientific process. The big catalogue operators are always studying it, constantly testing out new ideas. For instance, many of them have found that it is possible to use too many odd prices. They pull best when scattered among a lot of more even prices. When all quotations are in odd figures they look as though they have been purposely arranged that way. A catalogue must seem spontaneous. It should not appear staged. In selling specialties, such as leather goods, there should be a quality appeal. A profusion of odd quotations might destroy this.

Another thing: In quoting prices it is better to drop a cent or two below the even figure than it is to go a cent or two above it. Such a price as 91 cents looks as though it was raised from 90 cents; 96 cents looks like an additional cent tacked on to a 95-cent article. On the other hand 98 cents looks as though it had been cut down from a dollar; 89 cents looks as though it should have been 90 cents. Apparently these are little things, but it is surprising how much influence they have on the public.

A movement that has been growing of late years is to price goods on a more uniform mark-up. Supposing an article cost 55 cents net and that particular department had to make a profit of 40 per cent on cost. In this case 22 cents would be added to cost, thus making the catalogue price 77 cents. If the resulting figure is too queer, it may be evened off a bit.

This plan, however, cannot be used in every line. A uniform profit will not always work out equitably. What really should determine a price is the turnover factor. Other factors, such as breakage and deterioration, have to be taken into consideration. Goods that turn rapidly and sell out clean, should not bear such a large margin as those goods whose sale is uncertain.—[Ed. PRINTERS' INK.]

Burroughs Appoints Advertising Manager

Ward H. Marsh has been appointed advertising manager of the Burroughs Adding Machine Company, Detroit, succeeding the late Edwin A. Walton. Mr. Marsh has been with the Burroughs' advertising department about three years.

Willoughby Goes to J. I. Case

Thomas F. Willoughby, for some time connected with the advertising department of the International Harvester Company at Chicago, has become advertising manager of the J. I. Case Plow Company, of Racine, Wis., assuming his new position last week.

When You Use Posters the Whole Population Is Your "Circulation"

There's no such thing as "class" circulation to the man whose advertising reaches the whole community. He gets them all—high and low, rich and poor, wise and unwise—because the one thing that puts Poster Advertising in a class by itself is its *Universal Appeal*.

People are not in the habit of walking around with their eyes shut. And a poster that tells your story every waking hour of the day for thirty days hand-running, gets *Action* with the consumer and retailer both. It creates good will and it sells goods. If you don't know this, ask us to prove it to you—we can do it.

IVAN · B · NORDHEM CO ·

*Poster Advertising in the
United States and Canada*

8 West 40th Street - New York City

OFFICES

Pittsburgh
Cleveland

Chicago
Buffalo

Minneapolis
Kansas City



450 in Ten Days

The vitality of Collier's editorially is reflected in the vitality of Collier's advertising pages. Fifty-six lines, advertising a high-priced specialty to automobile owners, brought 450 inquiries during the first ten days after publication.

More than a Million Every Week

How the Great German Drive Was Halted—

*described for Collier's by
a great French general*

General Malleterre, one of Joffre's staff at the Marne, wounded there and since Governor of the Invalides and military critic of the Paris "Temps," has given Collier's the first authoritative narrative from the French point of view of that mad German onslaught—a narrative vivid, arresting and vital! It appears in the June 1st Collier's.

*Nothing we have published
illustrates more clearly how
Collier's is giving America the
vital truth about vital things.*

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

more than ⁵² million Every ^{year} week

Million-Dollar Connecting Link Between Baltimore and Anne Arundel County



View of New Hanover Street Bridge Looking Towards Baltimore.

Baltimore is in the midst of a wonderfully rich and prosperous farming and truck-raising section. Mr. Irvin F. Paschall, advertising manager of the Farm Journal, in a recent Baltimore address estimated that the approximately 7,700 country families, within a radius of 30 miles, buy in Baltimore

60% of their suits and overcoats	46% of their jewelry
44% of their dress goods	34% of their furniture
41% of their pianos	52% of their auto accessories

If your goods are on sale in Baltimore and you want to reach the county families within buying radius, as well as Baltimore city itself and the rest of the state, The NEWS should be first on your list. Reports for the six months ending March 31, 1918, show that approximately 92% of NEWS circulation daily and 93% Sunday is within the closely confined zone made up of Baltimore and the country within a 30-mile radius.

—and you can judge how fast NEWS circulation is growing by a comparison of the net paid daily and Sunday averages for April with those for the six months ending March 31, 1918:

	Daily	Sunday
April Average	113,956	119,485
Six months ending March 31, 1918	98,176	99,870
Gain	15,780	19,615

For More MARYLAND BUSINESS Concentrate in

The Baltimore News

Largest and Fastest Growing Baltimore Paper

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Fighting the German Spy with Advertising

Three New Official Campaigns, Prepared by the Division of Advertising, Committee on Public Information, Will Help to Counteract Enemy Propaganda and Maintain Our National Morale

By Bruce Bliven

JUST how many paid agents of Germany are now at work in the United States, nobody knows—except the authorities in the Wilhelmstrasse, Berlin, and they won't tell! The number has been variously estimated all the way up to 200,000; and when you add to these the number of volunteer workers in Germany's cause in our midst—and there are probably five times as many of these as of the professional spies—you will realize at once that we have two battles on our hands—one in France, and one right here in our own front yard!

And it is just as important to win the one as the other; or to put it more correctly: if we don't succeed in conquering the German menace in America, the strength of our efforts in France is bound to be seriously impaired. For, as has been pointed out in several recent articles in *PRINTERS' INK*,* an army is and can be no stronger than the spirit of the nation which sends it forth; and whatever tends to break the spirit of that nation, to confuse and disturb the war spirit of its people, has an immediate and serious effect upon the efforts of its forces in the field. Maintaining the national *morale*, keeping the people of the country firm in their resolution and single-hearted in their purpose, is one of the big tasks which faces us today.

And nobody knows this better than Germany. The war activities of the Imperial Government, as they are carried on in the United States at the present time, are not concerned primarily with sabotage, arson, and murder. The German

agent in America is far more interested in spreading disturbing rumors, in falsifying the purposes of our Government to the people, in casting discredit upon the integrity of the Red Cross, the Y. M. C. A., the Knights of Columbus, the Food Administration. He is just as happy if he can spread lies about camp conditions, and thus discourage recruiting and dishearten the parents and friends of men in the army, as he is when he causes an explosion in a powder works. And he is probably right in his assumption that he has done as good a day's work for the Kaiser in the former case as in the latter—and perhaps a better!

THREE SEPARATE CAMPAIGNS COMING

PRINTERS' INK has recently described the methods being used by several patriotic organizations to meet the Kaiser's agents in their devilish game and, by means of publicity and advertising, warn the people against being deceived and unwittingly aiding the dissemination of falsehoods. So important is this task deemed, that the Division of Advertising of the Committee on Public Information is about to launch three advertising campaigns each of which is designed to aid in one particular way in fighting German propaganda and maintaining the right sort of war spirit among the American people. These campaigns were mentioned briefly in an article in *PRINTERS' INK* last week; and they are of enough importance to warrant a description in more detail.

Probably the most interesting aspect of these forthcoming campaigns, from the point of view of advertising men and business men in general, is the fact that here for

*For instance, in the article "Waking Up America," in our issue of May 2, and in "Keeping the Country Sold on the War," in the issue of May 9.

the first time, the Government is to engage in widespread advertising efforts of purely institutional character. Heretofore the official and semi-official advertising carried on by the authorities at Washington, or sanctioned by them, has had a strong selling motif. While even this much recognition of the great power of advertising has been welcomed, advertising interests are especially glad to see that by authorizing these new campaigns

deeper than even the Liberty Loan drives, Red Cross and Y. M. C. A. campaigns, recruiting activities, etc. If the public spirit should become unfavorably affected through the intrigues of German agents, and the way the war is being conducted should be discredited, it would have a most serious—in fact, a vital effect upon the response to appeals made on behalf of the projects just mentioned, and every other type of war endeavor.

Have You Met This Kaiserite?



NAIL LIES LIKE THESE!

THAT THE Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...
THAT the Kaiserite...

But if you give him down, if you are him what he really is, a Kaiserite, he becomes again, an honest, dignified, and true to his word, a Kaiserite.

People like that are turning your country every day. They are playing the Kaiser's game. They are fighting against the country. They are making it harder to win the war.

Through their vanity or curiosity or otherwise they are helping Germany propagandists to win the war.

LAURENCE H. HARRIS, DIRECTOR OF ADVERTISING

For every lie that has been traced originated with a German spy. Don't forget this.

There was the one about the President's Secretary. It was said, and said again, and spread broadcast that Mr. Tamm was convicted of treason and shot at Fort Leavenworth. That is now easily refuted by a public statement from Mr. Tamm himself.

But other lies are more insidious—harder to down. In another paragraph some of them are told. But they are only a few of many.

They are taken from a publication, issued by the Committee on Public Information, called:

"THE KAISERITE IN AMERICA"

THE KAISERITE IN AMERICA

THE KAISERITE IN AMERICA

THE KAISERITE IN AMERICA

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THE KAISERITE IN AMERICA

Get the Facts from Washington!

Get the facts to stamp out this malicious slander. As you read about this country or even in your own mind, read down these lies. Call the bluff of any one who says he has "inside information." Tell him that it is his patriotic duty to help you find the source of what he's saying.

If you find a deluded person in your search, give his name to the Department of Justice in Washington and tell them where to find him. It is your plan and estimate duty to fight the enemy at home by stamping out these lies. Where shall we send your copy of this book? To the:

COMMITTEE ON PUBLIC INFORMATION
A JOINT PLAN, WASHINGTON, D. C.

A JOINT PLAN, WASHINGTON, D. C.

A JOINT PLAN, WASHINGTON, D. C.

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A JOINT PLAN, WASHINGTON, D. C.

ADVERTISING THE BOOKLET "THE KAISERITE IN AMERICA"

the Government recognizes wholeheartedly the usefulness of advertising as a creator of public opinion—as being, in fact, one of the very strongest forces for helping a nation to maintain the mental attitude which is most desirable.

"It would be almost impossible to overestimate the importance of the advertising campaigns which we are about to start on behalf of the Government," said William H. Johns, chairman of the Division of Advertising, to a representative of PRINTERS' INK. "As a matter of fact, work of this type is absolutely fundamental, for it goes much

deeper than even the Liberty Loan drives, Red Cross and Y. M. C. A. campaigns, recruiting activities, etc. If the public spirit should become unfavorably affected through the intrigues of German agents, and the way the war is being conducted should be discredited, it would have a most serious—in fact, a vital effect upon the response to appeals made on behalf of the projects just mentioned, and every other type of war endeavor.

"The character of copy which we are to use is somewhat out of the ordinary, and at first glance, one not acquainted with the facts might underestimate the importance of it. However, the departments of the Government which have been responsible for the inauguration of these campaigns feel that there is no better purpose to which the advertising space available for our use could possibly be put. And they are in a position to know."

In accordance with the custom of the Committee on Public Information, space will be used for the forthcoming advertising which has been donated by advertisers and by publica-

several readers to each copy.

"Spies and Lies," which is the title of one notable piece of copy, might also serve as the title of the most striking of the three campaigns which are to begin as soon as the Red Cross Drive is out of the way, and run through the summer. The two-fold purpose of this campaign is to fight the rumors

which German agents have been setting on foot among our people, and to prevent those in possession of military information from spreading it indiscreetly so that it may be picked up by spies and passed along to Germany to be pieced in with other bits of facts with, perhaps, dangerous results. The copy headed "Spies and Lies" is illustrated with a posed photograph showing one woman reading a letter aloud to another in a Pullman chair car while the well-dressed, innocent-appearing German agent sitting in the next seat takes it all in. The copy goes on to say:

German agents are everywhere, eager to gather scraps of news about our men, our ships, our munitions. It is still possible to get such information through to Germany, where thousands of these fragments—often individually harmless—are patiently pieced together into a whole which spells death to American soldiers and danger to American homes.

But while the enemy is most industrious in trying to collect information, and his systems elaborate, he is *not* superhuman—indeed he is often, very stupid, and would fail to get what he wants were it not deliberately handed to him by the carelessness of loyal Americans.

Do not discuss in public, or with strangers, any news of troop and transport movements, or bits of gossip as to our military preparations, which come into your possession.

Do not permit your friends in serv-

ice to tell you—or write you—"inside" facts about where they are, what they are doing and seeing.

Do not become a tool of the Hun by passing on the malicious, disheartening rumors which he so eagerly sows. Remember he asks no better service than to have you spread his lies of disasters to our soldiers and sailors, gross scandals in the Red Cross, cruelties, neglect and wholesale executions in our camps, drunkenness and vice in the Expeditionary Force, and other tales certain

Live news or live Sammies— which do you prefer?

"Why must my boy's letters be censored? Why can't they let him tell me where he is and what he is doing? Surely a mother has a right to know such things. Besides, he is a loyal American and could be trusted."

It would be most unatoned if American parents did not feel that way. But they forget that in the end censorship is for the safety of the men themselves.

An American officer—and this is a true story—indiscreetly mentioned, in a letter home, the name of the French village where his regiment was billeted. This slip-up by the censor and the letter was published in his local newspaper. Shortly afterward the Germans launched a particularly destructive raid against that town, which had not hitherto been attacked. The officer was a loyal American, as

were the proud and happy home-folks who innocently gave his letter to the local little newspaper. But good American lives were needlessly jeopardized.

Soldiers will die the victims of our carelessness before we fully learn this lesson—but we are learning fast.

There is nothing mysterious about the German spy system. It is simply the quiet, careless collection of fragments of fact—often individually harmless—by German agents everywhere. This material is patiently pieced together to make up the complete story of the number, location and quality of our soldiers without which no attack could hope to succeed.

The German studies the position, cautions and even the mental state of our men as a hunter studies his game—and for the same purpose. His object is to kill. It is not possible to prevent his getting some of this information, but he cannot get it all unless we help. The above explanation is not intended to alarm anyone, but to warn well-founded. Already he has in work hard for what he gets, and his task is daily becoming more difficult as Americans begin to spare their lives and shut their mouths. We must not only keep our lips but our eyes and ears closed. Indiscreet statements are one easily cancelled source of death for American soldiers—perhaps your boy.

COMMITTEE ON PUBLIC INFORMATION
WASHINGTON, D. C.
The American Red Cross
The National War Relocation Authority
The National Student Relocation Authority
The National War Relocation Authority



Directed through Division of Advertising, United States Civil Control Administration

This photo contributed for the winning of the War by

TO ANSWER THE QUESTION THAT THOUSANDS OF ANXIOUS
PARENTS MAY BE ASKING

to disturb American patriots and to bring anxiety and grief to American parents.

And do not wait until you catch someone putting a bomb under a factory. Report the man who spreads pessimistic stories, divulges—or seeks—confidential military information, cries for peace, or belittles our efforts to win the war.

Send the names of such persons, even if they are in uniform, to the Department of Justice, Washington. Give all the details you can, with names of witnesses if possible—show the Hun that we can beat him at his own game of collecting scattered information and putting it to work. The fact that you

made the report will not become public.

You are in contact with the enemy to-day, just as truly as if you faced him across No Man's Land. In your hands are two powerful weapons with which to meet him—discretion and vigilance. Use them.

The Committee on Public Information has recently published one of the most interesting of all its booklets about the war. It is called "The Kaiserite in America," with the sub-title, "101 German Lies," and incidentally, every reader of PRINTERS' INK will find it fascinating reading. It is furnished free by the Committee on application to it at 8 Jackson Place, Washington. Part of the copy in the "Spies and Lies" campaign is to be devoted to urging the public to get this book, and to listing some of the more widely known German lies. "Have You Met This Kaiserite?" is the headline of one such full-page advertisement. Then in a box alongside a photograph of a genial liar talking to two gullible men in a hotel lobby, it says:

NAIL LIES LIKE THESE!

That Red Cross supplies are being sold to shopkeepers by dishonest Red Cross officials.

That the Masonic orders have protested against allowing the Knights of Columbus to build recreation huts for soldiers.

That interned German prisoners are being fed five meals a day.

That this is a "rich men's war" or "a business men's war."

That farmers are profiteering.

That nine American warships were sunk in a disastrous engagement in the North Sea.

The advertisement goes on to describe the tactics of the gossip-monger, and the harm he can do, and urges the loyal citizen to "Run down these lies. Call the bluff of anyone who says he has 'inside information.' Tell him that it's his patriotic duty to help you find the source of what he's saying. If you find a disloyal person in your search, give his name to the Department of Justice in Washington and tell them where to find him. It is your plain and solemn duty to fight the enemy at home by stamping out these lies."

The "one hundred and one German lies" which are listed in the

booklet already referred to, were traced down by a newspaper, the *St. Louis Republic*, and are published verbatim, followed in each case by the proof that they are false. No one can read these rumors without seeing at once and very clearly that they are not mere casual gossip, but are the deliberately-planned work of very shrewd men; for they are evidently designed to produce a specific result inimical to our war efforts; and they take advantage of every possible kind of prejudice, religious, social, and political. For example, one story has been circulated by the Germans that money donated to the Y. M. C. A. will be used in helping along the fight for prohibition—obviously a tale calculated to make those who object to prohibition "see red," and of course entirely false. In other communities the story was spread that one-half of all the funds given to the Red Cross would be turned over to the Catholic Church.

HOW LIES BREED

"One of the best helpers the Germans have in this country," remarked L. B. Jones, president of the A. N. A. and a director of the Division of Advertising, "is the man—perfectly innocent, perfectly patriotic—who hears these wild tales, knows them to be false, but passes them along anyhow! He will tell you, 'Of course I don't believe this, but what do you think of it for a story?' And then he goes ahead and spreads the yarn, and probably four out of five of the people he tells it to will repeat it as gospel truth.

"The Government has been greatly puzzled to decide just what was the best method of handling these stories. They have feared that an official 'denial' from headquarters would merely serve to give the original tale wider circulation; and anyway you can never catch up with a lie. However, it has finally

(Continued on page 25)

SPEEDING UP PRODUCTION

To *save* is a vital necessity in America today.

There is but one thing of greater importance than conservation and that is *to produce*.

The enormous strain of demand for the things that will win the war—ships—ordnance—airplanes—ammunition—can be met only by highly organized production.

At bottom the problems of meeting this demand are problems which engineering skill must answer.

A dependable journalistic service specializing in his particular problems is as vitally essential to the engineer today as an effective intelligence department is to the commander of an army.

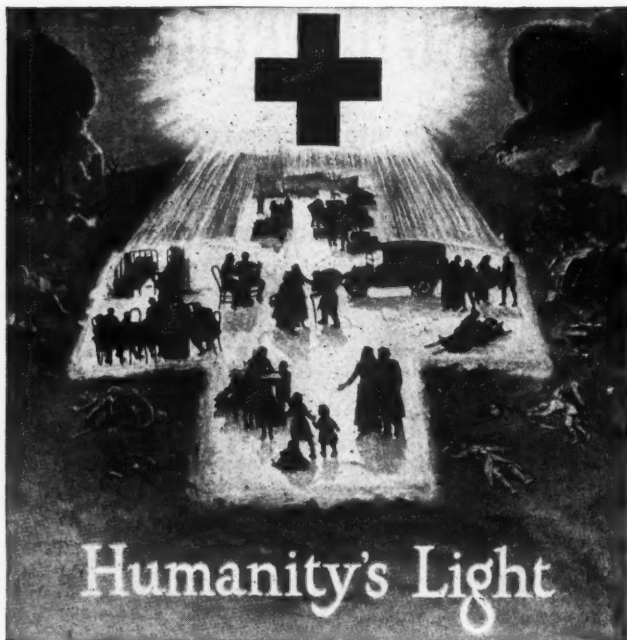
McGraw-Hill Engineering Publications are rendering that vital service.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

<i>Power</i>	<i>Coal Age</i>	<i>The Contractor</i>
<i>Electrical World</i>	<i>American Machinist</i>	<i>Engineering News-Record</i>
<i>Electric Railway Journal</i>		<i>Electrical Merchandising</i>
<i>Engineering and Mining Journal</i>	<i>Metallurgical and Chemical Engineering</i>	

Members of Audit Bureau of Circulations



Quiet, smiling Walter Derry has enlisted.

Bashful Walter Derry is putting on the uniform of the Engineers to do his share in making the world safe for democracy.

For nine years Walter Derry had been sitting over a drawing board in the B-R Art Department. He was the second oldest employee of the House.

Walter Derry was beyond draft age. He might never have been called to the colors. We pictured him as one for whom a peaceful life was intended.

Probably he had himself long pictured such a life as the kind he wanted to live.

Sometimes Walter Derry would be unusually quiet for days, and often at these times he asked for an afternoon away. This came to be our sign that Walter Derry was thinking over some move he had in mind.

Generally it was some simple thing. A summer place to board where early morning sketches might be made, perhaps, or the finding of a good vacation place.

One morning during April, Walter Derry did not come to work. After lunch he telephoned to say that he had been accepted for the Engineers. Next afternoon he was gone.

There are thousands of adventure lovers marching off to war. We applaud, and rightly too, for any one who goes deserves applause.

But the war will be won at last by the Walter Derrys, hundreds of thousands and millions strong. And it is the going of our Walter Derry which puts a feeling of humility in us—a sensation totally different from the plain feeling of pride we all have felt over the five stars on our Service Flag.

The Third Liberty Loan is over. The American Red Cross now needs more money.

What will you give for the Walter Derrys of America who will need the mother-touch upon their wounds?

BLACKMAN-ROSS COMPANY, Advertising

95 Madison Avenue, New York

On June 6th:
"Can Type Talk?"

An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

been decided to take the bull by the horns, and put the people definitely on their guard by means of advertising; at the same time answering and denying some of the most widely-circulated stories so that those to whom these tales are told will be able to identify them as propaganda."

A most ingenious German lie was one to the effect that the paper on which the Liberty Bonds are printed "had bacteria injected into it" so that in the course of a few months the bonds would turn into a "dirty gray piece of flimsy paper which crumbles at the slightest touch." This story—an absolute falsehood, of course!—actually prevented many farmers in one section of Illinois, it is said, from buying bonds. Another story was calculated to make people resent paying taxes and buying bonds because of the alleged waste of money by the Government. It declared that 3,000 girls were to be enlisted by the Y. W. C. A. of Seattle, Washington to act as dancing partners for the soldiers at Camp Lewis. Salary: \$15 a week and five cents extra per dance! If this nonsense were true it would mean an expense to the Government of more than \$2,000,000 a year in this one camp!

SAMPLES OF THE LIES BEING CIRCULATED

Some of the lies which are definitely known to have been circulated systematically by German agents and sympathizers are of a calibre to appeal only to the most ignorant minds—but are all the more dangerous for that reason. For example, the story that 10,000 Englishmen are encamped in Utah (one report says Colorado) waiting to seize the United States on behalf of Great Britain! Or the story that 10,000 tons of wheat had been shipped to France to be made into whiskey for our soldiers. One tale, concocted evidently by a German of melodramatic imagination, concerns a manufacturer of bottles who had, so runs the story, been given

order to manufacture thousands of bottles to contain poison. Each American soldier, it seems, was to carry one and commit suicide when captured by the Huns!

"The other two campaigns which we are about to inaugurate are second only to this one in importance," Mr. Johns states. "One of these is designed to overcome the natural objection which people have to the censorship of soldiers' mail. This objection is very widespread; and it might easily lead to efforts to 'beat the game' which would result in valuable information getting through to Germany. Our advertising will urge the vital importance of the censorship, and ask people to co-operate with the Government in regard to it.

"For instance, a typical piece of copy is headed 'Live News or Live Sammies—Which Do You Prefer?' It is illustrated with a photograph of a censored letter, and the copy shows how the German spy system works by piecing together bits of information, harmless in themselves, perhaps, into a patchwork of fact which may be fraught with serious consequences. If people can be impressed with the seriousness of the censorship, and the fact that it is not just a sort of game on the Government's part, the task of keeping military information from the enemy will be enormously facilitated."

TO KEEP THE MEN HAPPY AT THE FRONT

The third campaign is the one which has the most obvious bearing on the question of *morale*. Its purpose is to persuade people to write cheerful letters to their friends in the overseas service. "Make Him Smile All the While" is a catchline frequently used in the copy for this campaign. "You left him smiling when you said 'good-bye,'" the copy suggests. "Keep him smiling by scattering sunshine in all the letters you write your soldier . . . There is one thing you can do in your letter to-day; you can fill it with

cheer, confidence, hope, optimism and honor. Your soldier's trials and worries are a thousand fold what yours are. Never allow him to be burdened with your anxieties or fears, but fill his heart with enthusiasm."

A fourth note will be sounded in this summer's advertising, which is in a way supplementary to each of the three which we have here discussed. This campaign is for the purpose of telling people about the booklets of the Committee on Public Information, a number of which were described in detail in a recent article in PRINTERS' INK. The advertising carries the brief but powerful heading, "The United States Government Announces," and gives a condensed summary of the contents of six of the pamphlets, two of which will be sent on request, with a catalogue of the entire series of thirty.

This advertising, in common with all the other copy mentioned in this article, is signed by the Committee on Public Information, with the familiar drawing of the United States eagle with wings outstretched. The names of the committee members (The Secretaries of War, State and the Navy, and George Creel) are given, and the line "Contributed through the Division of Advertising." Below the signature is space left for the name of the advertiser or the publisher who contributed the space for the particular advertisement in question.

President Wilson's letter of congratulation to the Division of Advertising, read at the luncheon in Washington two weeks ago, referred very definitely to the *profession* of advertising. The fact that these summer campaigns described above have been inaugurated at the instigation and request of several departments of the Government, is sufficient evidence that the authorities now realize, not only that advertising is a profession, but that those who practice it wield a tremendous and valuable power.

Manufacturers' Assn. Has Interurban Motor Deliveries

The Waist and Dress Manufacturers Association of Philadelphia is planning to organize a line of motor trucks to operate daily between Philadelphia and New York City. The Philadelphia manufacturers ship large quantities of material to New York, and receive correspondingly large quantities from New York.

It is proposed that when this line is established it will be used in much the same way as a Return Loads Bureau carrying merchandise between New York and Philadelphia. The truck line, when established, will be advertised among the New York trade to the effect that deliveries can be made on certain daily schedules from Philadelphia. George W. Haney, president of the Waist and Dress Manufacturers Association of Philadelphia, is promoting the motor truck plan.

Additions to Chilton Staff

Albert L. Stritmatter, Frank W. Squire and E. R. Wiggins have joined the staff of the Chilton Company, Philadelphia. Mr. Stritmatter, who is a writer on tractors and gas engines, will represent the *Chilton Tractor Journal* in Ohio, Indiana and Michigan, with headquarters in Cleveland. Mr. Squire will be in charge of the Chicago office, as representative of this publication. Mr. Wiggins, who has been appointed technical editor of the *Tractor Journal*, has been associated with the J. I. Case Threshing Machine Company, Aullman & Taylor Machine Company and Deere & Company.

Nesbit Is Chicago Club's President

Wilbur D. Nesbit has become president of the Advertising Association of Chicago in place of C. H. Burlingame, who resigned. Mr. Nesbit's first official act was to inaugurate a determined campaign for new members and to start a movement to put the club's finances on a solid footing. Each member has been asked to get a new member or to pay a special assessment of \$25.

E. W. Murphy Starts Food Brokerage Chain

E. W. Murphy, for eleven years prior to January 1 the representative of the Kellogg Toasted Corn Flake Company in New York, has formed a chain of brokerage houses in some of the leading food distributing centers in the United States. In some districts, his company will act not only as brokers but also as manufacturers' representatives in promotion work.

"The Passing of Phoebe Snow"

The following poem was awarded the prize of \$5 offered through the *New York Advertising Club News* by John Adams Thayer for the best verses submitted on the "Passing of Phoebe Snow." H. H. Charles, judge of the contest, gave the prize to Michael Gross, whose poem follows:

There are tears in Trade-Mark Town,
Grief has burdened its folks down,
And life's happiness, for each, has
turned to woe;

For the fairest of them all
Has just made her parting call—
And they mourn the loss of darling
Phoebe Snow.

Both the little Gold Dust Twins
Have stopped scouring pots and tins,
And the Campbell Kid is crying,
hushed and low;
Aunt Jemima tries to smile
But she sobs once in a while,
For it breaks her heart to lose dear
Phoebe Snow.

The Uneeda Biscuit Boy,
Once so full of life and joy,
Now just paces up and down, with
step so slow;

The Wrigley Spearmen cry,
As they watch the hour draw nigh—
That will take away their sweetheart—
Phoebe Snow.

Crackerjack, the sailor lad,
Feels so lonely and so sad,

All the grief that's in his heart his
actions show;
Soon the Scott's Emulsion man
Gives his fish to Scott-Mint Dan,
And departs—to say farewell to Phoebe
Snow.

Now at last the hour has come,
And to life and muffled drum,
The Trade-Mark Folks march, solemnly
and slow;
The bugles sound out taps
As they sigh and raise their caps,
To the passing of their idol—Phoebe
Snow.

H. L. Ward in a New Position

Harold L. Ward, formerly assistant to the advertising manager of the New York, New Haven & Hartford Railroad, has been appointed advertising and sales manager of the American Kitchen Products Company, New York, manufacturer of "Steero" and "Famos."

Peirsel With "People's Home Journal"

Eugene B. Peirsel has joined the advertising department of *The People's Home Journal*, New York. He will work in the western territory, being associated there with J. P. Balmer, western manager, and Warren C. Agry.

The George L. Dyer Company

42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

American Chiclé Co. Uses Gum Wrappers to Help Government

Gives Two Billion Circulation to the Slogans Which, It Is Hoped, Will Induce the Public to Subscribe to War Funds and Liberty Loans—Dr. Garfield Supplies Advertising Copy

BEGINNING May 11, every strip of gum made by the American Chiclé Company, and sent out from its several factories has carried an advertisement for the Government in furthering its war activities.

J. F. Bresnahan, vice-president and general manager of the company, was formerly a newspaper and magazine man. During that period he had more or less to do with circulation and advertising problems. A short time ago he ran across a newspaper item stating that during the last Liberty Loan campaign about 300,000,000 pieces of printed matter of all kinds had been distributed for the purpose of creating a country-wide demand for Liberty bonds. This circulation of three hundred million was the largest ever given to an advertising message.

While thinking of the possibilities of such a sales-promoting force it occurred to Mr. Bresnahan that the American Chiclé Company was in a position to offer the Government an advertising medium having seven times the circulation of all the mediums employed in promoting subscriptions to the Liberty Loan.

Taking a pencil in hand he began to do some rapid figuring upon a slip of paper lying upon his desk. When he had finished the computation he found that the company last year sold 2,160,000,000 individual pieces of gum, each of which was included in a printed wrapper.

"Why couldn't we print on these pieces of paper a Red Cross, Liberty Loan, War Saving

Stamps, Food or Coal Conservation slogan," he said, "that would remind the public of the duty it owes the Government and the men 'over there' in the trenches? Think of the effect the repetition of these messages two billion times would have in promoting the several campaigns represented!"

Mr. Bresnahan became so enthusiastic about the idea that he immediately submitted it to Darwin R. James, Jr., president of the company, who approved of it and told him to carry it out.

As the gum is sold in every quarter of the world the messages printed on the wrappers are certain to be read not only once, but many times by all sorts and conditions of people.

The old wrappers, which have been discarded until the end of the war, carried upon the bottom side of the package the name of the company, and a list of the cities in which its factories are located. On the new wrappers the space is taken up with a patriotic or charitable slogan. Here are some of them: "Buy a Liberty Bond and Help Win the War." "The Red Cross Is a Friend in Need to the Boys Over There." "Every War Savings Stamp Brings Us Nearer Victory." "Buy Coal Now and Prevent Heatless Days." "Take Care of the Little Wastes and the Big War Will Take Care of Itself." When Dr. Garfield, head of the Fuel Administration, heard what the company was going to do he sent two slogans that he thought might be appropriate.

The American Chiclé Company in printing these advertising messages is rendering the Government a most valuable service for which it neither seeks nor desires reward of any kind except the satisfaction of knowing that it is doing its bit.

There is no reason why other manufacturers of gum, candy, and hundreds of other products that are sold in small packages should not follow its example. The greater the number the heavier the advertising "pull."



Capt. Frederick W. Zinn, formerly of Leslie's staff, now fighting in France—The 64th star in our service flag

Turn to page 713 of this week's Leslie's and read the uncensored story of "The *real* Liberty Motor"

—of the Liberty Motor as it was intended by the designers (not the War Department optimists)—and as it actually exists

—of how the automobile executives were handicapped through petty jealousy and incompetency on the part of army officers

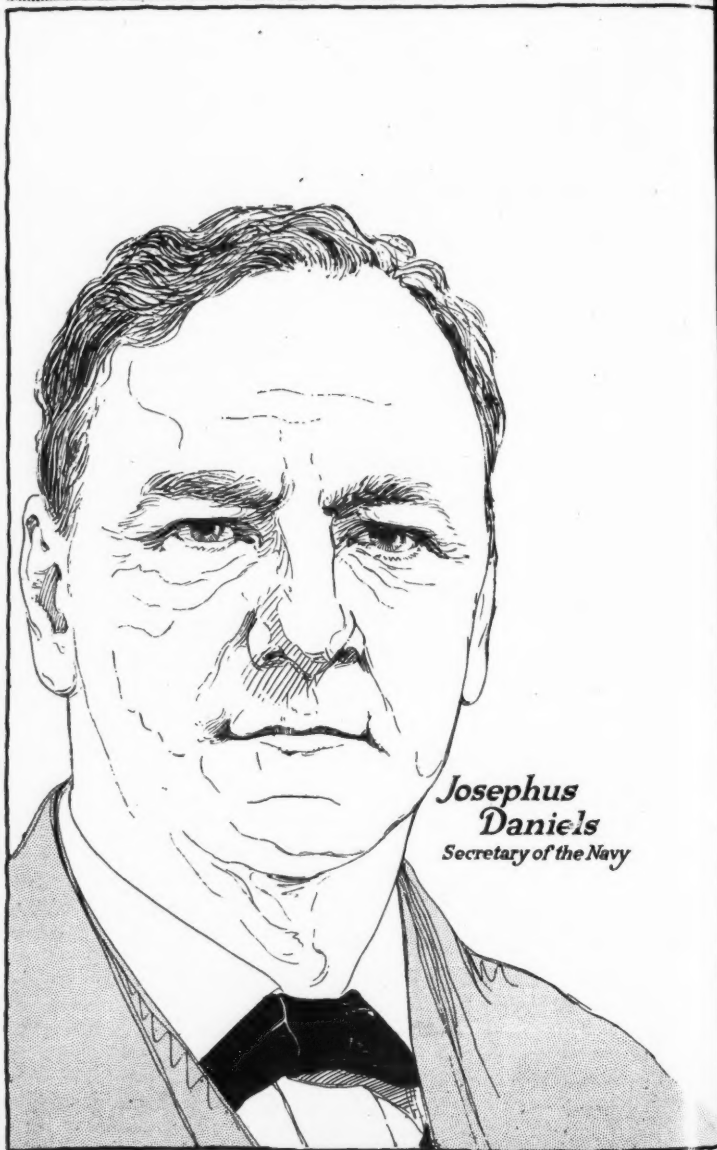
—of how fifteen, twenty and even thirty O.K.'s have been required before drilling riyet holes, etc.,—and even then the army officers' decisions were "subject to change"

—of hundreds of Liberty Motors waiting for *planes* to carry them—something the "accused" automobile manufacturers building the *motors* had nothing to do with

—and that "*the report of the Congressional committee cannot help but vindicate the patriotism and unswerving loyalty of such men as Mr. Coffin and Col. Deeds.*"

Leslie's

Illustrated Weekly Newspaper
Established in 1893



*Josephus
Daniels
Secretary of the Navy*

HE kept his
mouth shut
until the Am-
erican Navy
itself vindi-
cated him.

Now he speaks,
choosing as his
medium—

Hearst's

M A G A Z I N E

June Number-Out May 28

See "The New Navy"



Keeping Pace With Changes

THE first year of America's participation in the Great War has witnessed more business changes—more revolutions in commercial methods and opportunities—than any period of our history.

This emphasizes the need for contact with what is going on; for quick surveys of trade conditions; for positive knowledge of what the situation is with respect to various industries.

The unvarying policy of *knowing the market*—territorial and national—which has proved so profitable a factor in our service to manufacturers, is now of greater value than ever.

It makes Critchfield & Company service a dependable merchandising guide, in addition to the facilities for work possessed by a *complete* advertising agency.

We ask you to give us the privilege of showing you its scope and importance.

Write for booklet, "The Efficient Simplicity of a Great Service."

CRITCHFIELD & COMPANY

Brooks Building, Chicago

New York Boston Detroit Minneapolis Toledo

English Bankers Seek Accounts of U. S. A. Officers in Foreign Lands

Cox & Company Advertise Their Service in America

A FEW days ago there appeared in twenty daily newspapers published in the big centers of population in the United States an advertisement which, because of its quaintness of illustration and typography, attracted considerable attention. At the top, extending across two columns, was a picture entitled "A Recruiting Party," taken from an old English print. The text was set in Caslon Old Style, and had it not been headed "To United States Officers," one might be led to think from its general character that the advertisement had been clipped from a colonial newspaper of a hundred years ago.

It was, however, the first of a series of ads that will be published during the next three months in large city dailies to call attention to the fact that Cox & Company, of Charing Cross, London, England, one of the largest of the private banking houses of the British metropolis, have decided to extend to officers of our army, navy, and the aviation corps, the same facilities given to British officers for cashing checks throughout the war zone territory.

The advertising campaign includes in the list of publications to be used, in addition to the twenty newspapers already referred to, sixteen camp, and four service papers. As the advertisements are designed to reach officers alone they are naturally confined to those periodicals that would be more apt to be read by them, and these, of course, are the dailies of the important cities near which cantonments are located, and the weekly papers put out by each of the camps. The advertising copy which has been prepared by P. G. A. Smith, is written along the conservative lines followed by most of the

British banking houses in their publicity appeals.

As Cox & Company are little known here except by Americans who have traveled extensively abroad, the advertisements are largely educational in character. Considerable space is devoted to the history of the firm which has been in existence since 1758, thirty-one years before George Washington became the first president of the United States. Its founder, Richard Cox, was private secretary to Lord Ligonier, Field Marshal and Commander in Chief of the British forces in the great campaign in Flanders of that time. He displayed such skill in handling the intricate financial duties of his chief that the latter appointed him banker and official financial agent of the Foot Guards—a position that made him responsible for the discharge of the Government's financial obligations to the regiment. Each decade saw additional responsibilities placed upon Cox & Company until they became bankers and official paymasters and agents to the entire British Household Brigade and the bulk of cavalry and infantry regiments, a position they have held almost uninterruptedly since the battle of Waterloo.

HAS ALWAYS CATERED TO ARMY
AND NAVY

While with the passing years the scope of the business carried on by Cox & Company has been greatly enlarged until it now includes all of the activities carried on by a modern banking institution of the first class, it gives special attention to the military and naval branch of its service and it is with a view of interesting the officers of our own forces in what the banking house has to offer that the present American advertising campaign is

prisoners in Karlsruhe, Germany, received through the department's exclusive channels. Inquiries by cable at once forwarded established the fact that the officer in question was the one who had been left as dead on the battlefield a month earlier. This is only one of hundreds of instances in which the bureau, which, by the way, is administered by volunteers, foremost of whom is Mrs. Reginald Cox, whose husband is the great-great-grandson of the founder of the bank, has rendered invaluable aid in locating officers who are ill, wounded or have been made prisoners. The chances are that if news cannot be obtained of them through Cox's it cannot be obtained anywhere else.

ALMOST A PATERNAL SOLICITUDE FOR CUSTOMERS

Another service the bank renders is to look after the effects of officers falling on the battlefield, wounded, taken prisoner or missing. Through a bureau organized for the purpose the personal effects are taken from clothing of the dead, packed in a parcel by the Officers' Unit and forwarded to headquarters; from which, after the contents of the package have been duly checked, it is forwarded to Cox & Company's bank in London. The War Office or the Admiralty is furnished a list of the property and its owner. Efforts are then made to locate the family or heirs of the deceased to whom the articles are finally delivered. Officers' regular kits recovered from the battlefield are packed in special Government sacks, and forwarded to the base by the first available motor or railroad transport. Here they are assembled by the military forwarding officer who ships them to Cox's in London.

One of the things that impressed the writer in going over the advertisements that are being used in the American campaign is that it has remained for a conservative English banking house to adopt service features that show enterprise of an unusual

character and are distinctly foreign to banking practices. An examination of the two special services described above show that there is and can be no direct profit derived from them by Cox & Company. It is probable, however, that the directors of this progressive bank, who seem to be thoroughly alive to their opportunities, realize that in performing these valuable services for their clients, British and American officers, they are binding them and their families to their institution with veritable hooks of steel. Apart from all patriotic and sentimental motives, and regarded solely from a business viewpoint, these activities have an advertising value that cannot be measured.

Will Answer Export and Import Questions

Five men associated with the War Trade Board, which controls all exports and imports of this country, will address the Boston Export Round Table on May 28. These men are C. A. Richards, chairman of the Contraband Committee; H. B. Van Sinderen, assistant director of the Bureau of Exports; F. B. Petersen, director of the Bureau of Imports; A. H. Bullock, acting director, Branches and Customs, and R. W. Orcutt, of the Bureau of Imports.

These officials will explain the policies and workings of the War Trade Board and will answer questions which may be asked of them.

The meeting will take the form of a smoker, to be held at the City Club. Reservations may be sent to Henry H. Morse, 268 Summer St., Boston.

Walter F. Shea With "Review of Reviews"

Walter F. Shea, for a number of years associated with Doubleday, Page & Co., on *Country Life*, *Garden Magazine* and *World's Work*, and more recently of the Crowell Publishing Company, has joined the advertising staff of the *Review of Reviews*, New York, as New England and New York State representative.

Joins Philadelphia Agency

Forrest H. Riordan has become associated with the W. Hancock Payne Advertising Agency, Philadelphia. For three years he has been connected with the Philadelphia *Public Ledger's* advertising department and previously was with the *North American* and the *Press*.

Merchants Exchange Surplus Stock and Effect Savings

Retail Dry Goods Association Puts Plan Into Operation Which Helps Members Who Are Overstocked and Those Who Are "Short" as Well—Aid Furnished Indirectly to Manufacturers

A GERM of an idea that may be of use to some manufacturer or jobber is found in the Bureau of Merchandise recently put in operation by the Wisconsin Retail Dry Goods Association. It is not a plan of selling, but a plan of giving service when the manufacturer or wholesaler has no goods to sell, and thereby holding the regard of his customers until the better days to come.

Merchants had no rule of experience to follow when prices began to soar and manufacturers' stocks to fall as a result of conditions brought about by the war. Some of them overstocked and later found that the goods did not turn over fast enough, although the advanced prices effected a very satisfactory margin on such goods as they were able to sell. Others bought just enough to take care of their needs for the time being. When it came to buying again, they either had to accept the higher cost figures or go without. Thus it is, to-day, that many retailers find themselves with a larger stock of some commodities than they want, while other departments are starving for certain kinds of merchandise.

If it were possible to level off the stocks in a considerable number of stores selling the same sort of products, all these stores would be benefited. But how to accomplish this would seem to be a problem, in the present state of co-operation between merchants.

The Wisconsin Dry Goods Association apparently has the answer, in what is virtually a clearing house for the exchange of goods among members. The As-

sociation's Merchandise Bureau has been in working order only a few weeks, but already it is succeeding in unloading goods from the shelves of members who do not need them and placing them on other shelves where they are wanted.

The bureau was formed for this very purpose. A "merchandise director" was appointed in charge of the bureau. All the members of the association were given detailed information regarding the purpose of the new department. Its services were offered to all members without charge, all that was asked being a stamped return envelope enclosed with every letter to the director.

Members of the association were encouraged to tell what merchandise they wished to dispose of and what they were desirous of obtaining by exchange or purchase. To make the work of the bureau worth while, it was pointed out, the prices asked must be fair. It is not expected that the goods will be sold at prices paid when they were originally purchased, but on the other hand there must be some concession from the present market price, if co-operation is to be expected on the part of a large number of retailers.

Here is an example of the way it works out: A merchant sells a quantity of material in which he is overstocked for \$1.19 a yard. The present market value is \$1.50. In turn he is able to buy other stock with a present market value of \$15 for \$9.50. Both buyer and seller are benefited by the transaction.

A bulletin, to be sent association members, will list the offerings and when the circumstances make it seem advisable, buyer and seller will be put in touch with one another direct. The merchandise director is assisted by eleven assistants, located in different sections of the State. Even before the first bulletin was issued many exchanges had been effected and it is believed that as time goes on the work of the bureau will be increasingly valuable.

IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

“Put it in The Bulletin”

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

Net paid daily average circulation for April:

415,056 copies a day

New York Office.....	Dan A. Carroll, Tribune Building
Chicago Office.....	J. E. Verree, Steger Building
Detroit Office.....	C. L. Weaver, Free Press Building

[From the New York American, May 14th]

Mr. Hearst's Critical Analysis of Mr. Roosevelt

MOUNT CLEMENS, Mich., May 13.

To Editor of New York American:

Mr. Roosevelt, though notably less able and less respectable, is emphatically the Asquith of American politics. He is out of power, and he is greedily eager to get back into power, and he does not scruple at any methods, no matter how unfair to the administration or how harmful to the country, in order to accomplish his purely selfish political purposes.

The attack which Mr. Roosevelt now makes upon the administration is just as baseless as the attack which Asquith made upon Lloyd George, and it will prove to be just as futile in its effect upon the administration and just as fatal in its effect upon Mr. Roosevelt.

The immediate causes of Mr. Roosevelt's present outburst are two in number.

The first cause is the fact that the magazine which hires Mr. Roosevelt at one dollar per word to make vicious attacks upon the Government of the United States during war time was excluded from the mails in one issue for a wholly false and absolutely unjustified attack upon the President of the United States and the diplomacy of the United States, calculated to bring our Government and our people into contempt and consequently to injure our cause.

Mr. Roosevelt did not write this particular article, but it is conceivable that any menace to the existence of a magazine which pays so liberally for political slander arouses a natural concern on the part of Mr. Roosevelt for his own profitable, if not patriotic, contract.

The second cause of Mr. Roosevelt's immediate agitation is the fact that the small and lonely New York newspaper which is supporting Mr. Roosevelt's perpetual aspirations for the Presidency was recently rebuked as a public enemy by the representative of the United States Government for printing as news certain articles which had no foundation in fact, and which discredited the officers of the United States Army and held them up to ridicule and contumely, without the slightest basis of truth or justice in the allegations.

In any other country in the world, in critical war times, traitorous publications like Mr. Roosevelt's magazine and Mr. Roosevelt's newspaper, whose only objects in printing falsehood were petty political spite against the President and partisan support of the aspirations of a rival candidate, would have been wholly suppressed as treasonable.

Our Government, however, is lenient with such offending publications and with Mr. Roosevelt himself, because the Administration properly believes that in a republic the right of free speech and free publication should be preserved, even though there be occasional disloyal abuses of this right, as in the case of Mr. Roosevelt and the magazine which hires him and the newspaper which politically supports him.

That the United States Government was entirely right in its denunciation of Mr. Roosevelt's New York newspaper was conclusively proven in the suit which arose out of the resignation from that newspaper of its editor, Mr. Frank H. Simonds, well known throughout this country for his patriotic articles on the war.

Mr. Simonds definitely stated and showed that his desire to retire from this disloyal paper was due to the fact that this paper habitually invented news and concocted cables in its own office for the purpose of manufacturing false material with which to attack the Government of the United States and the army of the United States for small and selfish political purposes.

Of course, Mr. Simonds would not willingly remain connected with any disloyal publication, no matter how profitable that connection might be but there is apparently nothing in Mr. Roosevelt's makeup to prevent his connection with any publication, no matter how traitorous, as long as that connection will serve to line his purse and further his unscrupulous methods of promoting his personal political aspirations.

Mr. Roosevelt's attempted reflections upon the Hearst publications are unimportant.

It is sufficient to say in reply that whatever criticism the Hearst publications indulged in was constructive criticism, founded upon established fact, not upon manufactured false-

Mr. Roosevelt's Attacks On President Wilson

hood, and intended for the information and assistance of the Administration and not for its discomfiture and destruction.

For years the Hearst publications have advocated preparedness and have been denounced as jingoes by the shortsighted for doing so.

For years these publications have advocated the extension of West Point and Annapolis and the establishment of national universities throughout the country to provide trained officers for the army and navy in time of need.

For years these publications have advocated the construction of the greatest navy in the world, and the creation of a nationally owned merchant marine to act as an auxiliary navy in time of war.

Ever since the beginning of the European war the Hearst publications have advocated universal service, and I personally went to Washington and wrote in the Washington Post a signed article appealing to my former associates in Congress to vote for universal service and at least make our own country safe for democracy.

Ever since the beginning of this European war the Hearst publications have dilated upon the formidableness of the German military machine, and the necessity for immediate and immense effort on the part of our country if we were to defend ourselves against that machine and eventually to overwhelm it.

If the advice of the Hearst publications had been taken we would be applying to-day in a determining way the supreme force which the President now calls for, and we would be winning to-day the glorious victory which we will assuredly win in due time anyway, in spite of delays, in spite of obstacles, in spite of partisan obstruction and in spite of treacherous attacks in the rear by selfish politicians animated by personal ambitions.

Let me say in conclusion that the attack upon the administration, and the incidental attack upon the Hearst publications, which are only seeking to secure justice for the Administration, emanate from the reactionary influences of Wall Street.

The New York Tribune, which supports Mr. Roosevelt in his unpatriotic activities, is owned by the Mills

and Reid estates, two of the greatest and most sinister of New York financial forces, and not even wholly American in character, as the Mills and Reid families are both intermarried with the English aristocracy.

The Metropolitan Magazine, which hires Mr. Roosevelt, at a dollar a word, as professional vituperator of the President, is owned by the Whitney estate, which is administered by Harry Payne Whitney, grandson of Henry B. Payne, the Standard Oil magnate, and son of William C. Whitney, the New York traction magnate.

Nor is it unusual to find Mr. Roosevelt in such company or in the financial favor of such influences.

Mr. Roosevelt in 1912 ran for President as the candidate of the Steel Trust and to defeat Mr. Taft, who had prosecuted the Steel Trust.

Mr. Roosevelt was financed by Mr. Perkins of the Steel Trust, and when Mr. Perkins of the Steel Trust refused to finance Mr. Roosevelt and his party in 1916, Mr. Roosevelt shamefully betrayed his Progressive party into the hands of the reactionary Republicans.

Mr. Roosevelt has always been a badly camouflaged instrument of these sinister financial interests from the time that he personally, as President, allowed the United States Steel Corporation, in flagrant violation of the Anti-Trust laws of the nation, to absorb the Tennessee Coal and Iron Company, down to the time of the recent election in New York City, when he followed the lead of the Steel Trust and the Standard Oil Trust and declared against the nominee of his own party, who had been regularly nominated by the Republican voters in the open primary, which Mr. Roosevelt had always advocated.

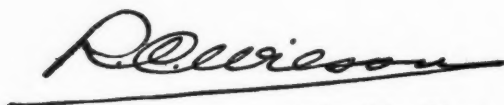
As Mr. Roosevelt and his unfounded allegations were overwhelmingly repudiated in the New York City election, and as Mr. Asquith and his unfounded allegations were overwhelmingly repudiated in the House of Commons, so Mr. Roosevelt and every political and public traitor should be overwhelmingly repudiated whenever such an one sets himself disloyally against his constituted leaders and against the best interests of his country for the meanest of all motives, petty jealousy and personal gain.

WILLIAM RANDOLPH HEARST.

McCall's Magazine

Founded 1870

Far more than one-tenth
of the entire market for
all advertised goods is
covered by McCall's
Magazine.

A handwritten signature in cursive script, reading "R. C. Allison", is written over a single horizontal line.

Advertising Director

Low rate period ends with the
August issue—to press June 5th

Posterizing the President's Appeal to Labor

The Navy's New Industrial Poster

By Henry Reuterdaahl

Lieutenant, U. S. N. R. F.

ADMIRAL SIMS is the man who injected the spirit of team-work into our navy and it is because of the team-work that the navy has accomplished what it set out to do. Navy team-work, when applied to target practice, means that every man from captain down to the Filipino mess boy is working for the one thing and that is to make his ship hit the target better than the other fellow. Similarly, the navy has endeavored to inject the spirit of military team-work into the navy's contractors. The navy contractor has done well and the successful war readiness of the navy depended in a large measure, upon his willingness to cut red tape and deliver the goods even if all the legal demands had not been complied with.

To foster that spirit, and to stimulate the harmonious relations which already exist between the contractor and the Navy Department, a new poster has just been published which will be hung in every munition plant, in fact every place where navy work is done. This splendid poster is by Herbert Paus, who has made so many designs for the Government during the past year. The poster represents the hand of labor

grasping the sword of war held by the hand of Columbia and behind it is a conventionalized background of steel mills and ship yards with a huge dreadnought being fitted out alongside the dock.

For the text of this poster, the President wrote "*I shall expect every man who is not a slacker to be by my side throughout this great enterprise.*" So as to mul-

"I SHALL EXPECT EVERY MAN WHO IS NOT A SLACKER TO BE AT MY SIDE THROUGHOUT THIS GREAT ENTERPRISE."



To All Employees: A CALL TO Action!

This plant is executing a contract for the United States Navy

As patriotic Americans you can render a great service by doing your work promptly and doing it well

Remember: Your work is an important factor in this fight for freedom. On land and sea our soldiers and sailors are depending on you to

**DO YOUR PART
IN THE WINNING OF THE WAR**

Issued by the Navy Department

THE "NEW VISION" IN POSTER WORK DESIGNED TO DEVELOP MAN POWER

tiply the ringing appeal of the Chief Executive, the Navy Department is just about to publish a poster in a larger size as shown in the accompanying reproduction. This is just one of a series that the Navy Department, through Lieutenant Cooper, commanding the Recruiting Bureau in New York, is about to issue. Another will appeal to the women and men engaged in the airplane industry.

From the beginning of the war, the navy has, in its pictorial propaganda, been working exactly along the lines expounded by D. P. Carpenter in his recent article in *PRINTERS' INK*, which he called "Wanted, a new vision in factory posters." The new vision demands that the Government take the worker into its confidence and tells him man to man that this war is a job for all hands. The day has gone by when the laborer is working for money only, nor can the war be won on that basis. To-day the worker is part of the war, he is stimulated by patriotism; his brother might be in the army, his sister's sweetheart is going next month and having the drama of war continually before him in words or pictures, he wants to do his part at bench and lathe. And, in order to give him that new vision which Mr. Carpenter so splendidly wrote of in his article, he must be spoken to and approached like the intelligent American that he is. Then he will understand that, while glory and fame may come to those who go over the top, he at home is as important as the fighting man on the high seas. One cannot do without the others, but working together, victory is certain.

Oscar L. Schutz Sells Out

Oscar L. Schutz, president of the Commercial Bulletin Company of St. Paul and Minneapolis, has sold to his associates his interests in that company, which publishes the *Twin City Commercial Bulletin and Hardware Trade*. Mr. Schutz assigns ill health as his reason for selling. G. S. Cunningham is the company's new president and H. S. McIntyre, vice-president and editor.

New York to Bid for A. A. C. of W. Convention of 1919

THE New York Advertising Club at its annual meeting last week decided to extend an invitation to the Associated Advertising Clubs of the World to hold the 1919 convention in that city. The sum of \$10,000 is to be raised to pay the expenses of the convention, this amount being considered sufficient for the purpose, in view of the fact that it is to be a "business" convention instead of a grand hurrah of entertainment.

Although New Orleans has been conducting an active campaign for two months among the advertising clubs all over the country to secure support for its own \$50,000 bid for the convention, the members of the Advertising Club of New York think that starting in at this late day it will be easy to capture the prize. It was apparent from remarks made last Friday evening that many of those who would like to see the big convention brought to New York were in favor of making a bid for the session of 1920 rather than for that of 1919.

The annual election of officers resulted in the election of the ticket already printed in these columns.

One of the pleasing incidents of the evening was the presentation to the club of a full length oil painting of President George B. Sharpe from the brush of Lawrence Harris, a member of the club, who is shortly to go abroad to engage in Y. M. C. A. work. Mr. Harris was given a wrist watch by the club in appreciation of his work.

Remains With "Herald and Examiner"

James F. Doyle, who was in charge of the local display advertising on the Chicago *Herald* until that paper was absorbed by Mr. Hearst, is now with the Chicago *Herald and Examiner* advertising department.

Pries into Family's Trade with Specialty for Children

From Nothing to \$700,000 in Three Years Is What Advertising Did for Quaker Robe Co., with only President Calling on Trade

WHEN H. K. Duffus and Harry D. Brown formed the Quaker Robe Co., Inc., of Philadelphia, three years ago, they faced in one of its most acute forms that problem of getting business quickly and economically.

They had chosen a highly competitive field in the manufacture of bathrobes. At that time, before war conditions had brought about a situation in which the manufacturer need only have the material and organization to run to capacity, there were countless bathrobe makers struggling for the market, from big companies to the small manufacturer with a few machines who switches from this to that line as the opportunity offers. The sale of bathrobes was largely a question of price.

The organizers had thorough confidence in their ability to produce goods which would hold their own in value for dollar, but the problem of acquiring the distribution looked pretty big. They hesitated to undertake the burden of a heavy sales force to introduce the line to the trade, and turned instead to advertising.

The plan adopted was that of concentrating the limited advertising appropriation entirely on a specialty set, consisting of a baby's robe, a blanket and a pair of bootees, with the announcement to mothers that "here's the way to keep baby always warm and comfortable.

"Protect baby against early morning chilly drafts—with a Cuddledown Bathrobe and Bootees. So convenient for mother to slip on baby while having breakfast—before and after the morning bath until dressed for the day."

The purpose, of course, was to have the specialty establish "touch," and introduce the regular line, both to consumer and merchant.

Mr. Duffus took with him sample sets and a complete outline of the advertising campaign, and with them made a preliminary trip, touching the high spots in the trade over a wide area, calling on jobbers and the larger stores. He told them, of the Quaker Robe Company's plans, and asked them what they thought of them. Buyers confirmed the confidence he and Mr. Brown felt in the scheme, the advertising contracts were signed and operations were begun.

ADVERTISING DIRECTED TO PRIMAL MOTHER INSTINCT

It is to be noted that in their advertising they addressed themselves directly to that strongest of mother instincts, protection and comfort of the child, and that the appeal was obvious and visual. There was the picture of baby, completely and warmly clad in the attractive little soft robe and moccasin-like bootees, and the blanket. Robe, bootees and blanket, of course, were all indicated of the same material, and the same pattern of interesting animal designs.

There was no necessity for any lost motion in education of desire, for explanation, for reasoning. The appeal would have been as quick and strong to mother Eve—following the immigration into the cold, cold world—as it is to mother Gwendolyn or Gladys to-day.

Literature, concentrated on the Cuddledown Set, was sent out to the trade, and business developed from the inquiries which came back. The appeal, apparently, was strong and obvious enough to be appreciated by the dealers.

And right here the new company took the bull by the horns with the immediate introduction of its other lines of silk, woolen,

cotton and Turkish-toweling bathrobes for adults. As the first batch of orders, from some five hundred dealers, was filled, the company took the liberty of sending along with the Cuddledown Sets, assortments of the other lines, with the explanation to the merchants that they were submitted for their purchase, and that if not desired, could be returned at the company's expense.

yet developed to take in the entire line. On all robes, however, the company did hook up to the extent of marking them "Q. R. Co." in anticipation of the time when a greater sales value would be attached to the name.

In this development "Cutey Cuddledown" began to play her part. The advertising started to "grow up." In other words, it began to feature not only baby bathrobes, but robes for children generally. "Teddy Bear and Indian patterns for the boys, and pink and blue silk trimmed for the girls, in several grades, from the finest eiderdown to the best blanketing," and then—

"Cutey Cuddledown, for the Christmas stocking; the much beloved dolly and fascinating story book all in one. Send five cents in stamps and we will send her to your kiddy by return mail. Or sent free if the card in the Cuddledown Set is returned."

In very small type, at the bottom of this advertisement, the company announces that it is also maker of bathrobes for men and women—not by way of giving a piece of news to the public, but calling attention modestly to a fact assumed to be known.

The Cutey Cuddledown booklet was designed to interest the child primarily, but in it "Cutey" takes occasion to call the attention of mamma and papa to the fact that there are Cuddledown robes made in their sizes as well, and that they should be able to get them at the same store where they bought the baby set.

Cutey Cuddledown kept spreading this idea in a modest sort of

Mothers—

Here's the Way to Keep

Baby

Always Warm
and Comfortable

Protect Baby against early morning chilly drafts—with a Cuddledown Bathrobe and Booties. So convenient for Mother to slip on Baby while having breakfast—before and after the morning bath until dressed for the day.

**A Necessity
in Every Home**

Soft and comfortable—just what Baby needs. This "Set" also includes a large warm blanket in addition to the Bathrobe and Booties.



**An Ideal
Christmas Gift**

"Cuddledowns make ideal Christmas gifts, being unusual and highly acceptable to Baby and Mother."

"As soft and cozy as the mother's embrace"

"Cuddledown" Sets are made in several grades from the finest blanketing to the best Eiderdown, and retain their softness no matter how frequently washed. "Cuddledowns" come in dainty colors of blue and pink, silk trimmed or plain, Teddy Bear patterns or Indian patterns for Boys. Sizes one to six years. Prices from \$2.50 to \$8.00 per Set.

If your dealer cannot supply you write us mentioning his name and we will see that your order is filled. Descriptive folder on request.

Quaker Robe Company, Inc.
22d and Arch Streets Philadelphia



CUDDLEDOWN COPY PLAYS UP BABY'S COMFORT
STRONGLY

One assortment came back. Four hundred and ninety-nine stuck. The enterprise was well launched.

With this start attention was concentrated on the jobbers. The Cuddledown Sets presented little difficulty, but with the regular lines some concessions had to be made at that time to the jobbers in the matter of private brands because the advertising had not

Paris,
4 Rue Martel

Telephone, 6900 Greeting

London
29 Jewin Crescent, E.C.



Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts.

New York, May 3rd, 1918

Printers' Ink Pub. Co.,
185 Madison Avenue,
New York City, N.Y.

Dear Sir:-

In reply to your inquiry regarding our continuous advertising in the Rotogravure Picture Section of the Sunday New York Times wish to say that we have been consistent advertisers in this section since its first appearance.

We find it the best advertising medium for quality and quantity of any Rotogravure Section published. Further proof of same is the increased price that we are yearly paying. We started at 40¢ a line to the present price of \$1.00 a line. We are also continually increasing our space which more than speaks for itself the value of Rotogravure advertising. It is the best advertising buy I know of.

Very truly yours,

FS:AS

A large, elegant handwritten signature in dark ink, which appears to read 'Franklin Simon'.

THE June issue of Today's Housewife has the largest advertising lineage of any June issue in the history of the magazine—and, according to plans previously announced, *it is a bigger and a better magazine.*

Today's Housewife

"A National Authority on
Better Home-making."

way for two years or more. This year the advertising has been swung over to the general line. In December Cutey had a public conversation with her father, both arrayed in Cuddledowns. "I like my Cuddledown best of all, Daddy, don't you?" she asked him, and direct appeals are being made now, not only to mother and father, but to big sister and brother.

"When you're lounging around the house—" says one advertisement.

"On these cold and wintry days, what could be more cozy and comfortable for every member of the family than the Cuddledown Robe? And it's mighty becoming. Made of the finest blanketting, in the newest designs and colors."

Illustration of the photographic variety, "registering" coziness and comfort, is a prominent part of the appeal.

The sales, which were nothing three years ago, are to-day \$700,000 annually, says Mr. Tracy, of the Tracy-Parry agency, and the company has been able to take on heavy contracts from the Government for hospital robes and spiral puttees without seriously interfering with its civilian business, in which it has to-day a seventy-five per cent distribution.

The Quaker Robe Company enjoys some freedom in these days of restricted wool and cotton supplies as the result of its strict adherence to its position as part of the cutting-up trade, and avoidance of fabric production, and as a result of its advertising policy which has concentrated the good will in the make of the garment primarily, rather than in the material. Difficulty in obtaining woolen fabrics simply means a swinging of the production ratios further in the direction of cotton or silk. It has just been a case of convincing the public that Cuddledown robes are good robes to wear, and nothing less than a general inability to get any kind of textile fabric appears likely to arouse much merchandising difficulty.

Do Your Own Business, Says Mallinson

I KNOW a waist manufacturer, not in New York City either, who has built up one of the most prosperous businesses in the industry, all on the strength of a single idea. He is one so rare as to be called an exception, who believes a waist that is worth selling is worth naming. He sells his entire product under a brand and he has no difficulty whatever in securing distribution for his brand and loyal support from the retail trade in advertising and display.

How many of you have considered branding your merchandise and decided against it for this, that or the other reason, yet each of you must realize that you do not do your own business if you make merchandise to sell under another's name. This is the first bunker of your business golf course, and until you get over that there is little use in dwelling upon the power of imagination to help your business onward. I faced the same thing in my business. I came to my conclusions and acted accordingly, but right at the beginning I made this my rule—never would I put my name on any article that did not deserve it 100 per cent. Only by adherence to this rule can one invite imagination to do its best by him, realizing to the full that a good name is better to be chosen than great riches, because the one most invariably follows the other.—H. R. Mallinson, addressing United Waist League of America.

With Albers Bros. Milling Co.

Elmer N. Reed, who for many years has been associated with the White Advertising Bureau and The Izzard Company, of Seattle, has joined the advertising department of Albers Bros. Milling Co., and is located at the Seattle office. His work will cover the Northwest territory, which includes Seattle, Portland, Spokane and Bellingham.

Curtis J. Harrison, formerly with Cole & Freer, Chicago, advertising representatives, has joined the advertising staff of Photoplay.

Another Ode and Amen!

By Strickland Gillilan

I AM the Ode, born of Bob Davis. My style looks easy, and many bonehead copycats think they imitate it.

I call myself anything that the imitator happens to be batty about at the time.

I am the particular pampered pet of the puerile paranoiac, the petered-out and paretic parodist; the hobby of self-hypnotized people who have kidded themselves into believing they are writers.

I am the main-stay and the sheet-anchor of the shot-in-the-arm literary camoufleurs who take their pen in hand.

I make the reader swear and walk the floor and be unkind to his family and declare he won't read any more sich. But he does, for it fascinates him. He likes the tune of it, though the words are foolish.

I inspire editors to go out and purchase from dealers in heavy and shelf hardware, Stilson wrenches, grass-sickles and pieces of gas pipe to sequester in their desks for the purpose of committing malicious mayhem if ever the author should call in person.

When I speak, people get up and go out and are worse disappointed that the town has gone bone-dry. And they say: "Another one of them damodes. We wonder why Bob done it in the first place."

I am the patient purveyor of perennial platitudes that every home-grown Plato thinks he originated, right after he reads them somewhere.

I am the champion nuisance of the solar system and property adjacent thereto and abutting thereon.

I am the Ode—owed to Bob Davis, but never, of course, acknowledging the debt.

Handles Mt. Clemens' Advertising

The newspaper publicity for Mt. Clemens, Mich., is in charge of the Richard F. Reaume Advertising Agency of Detroit.

Thinks the Word "King" Still a Good Symbol

FISK RUBBER CO.

CHICOPEE FALLS, MASS., May 17, 1918.

Editor of PRINTERS' INK:

I have been very much interested in reading the note on page 133 of your issue of May 16, signed by E. H. Magowan. The reference, "Fit for a King," is so evidently to our Maxfield Parrish poster, which went onto the boards May 1, that I am moved to send you this little note, which you may like to print.

If Mr. Magowan will examine the poster closely, he will see that the phrase, "Fit for a King," has been put into quotation marks with exactly the intent which he brings out in his communication.

We realized that kings were not popular at the present time, but we felt that the old phrase would not, in the minds of imaginative and intelligent people, convey any thought that we thought kings were any better than other people think them. In hundreds of letters received regarding this poster, commenting on it in a complimentary way, it is a curious thing that we have received no letter similar in comment to Mr. Magowan's note. In other words, we feel sure from this that people have realized our position and that we used the phrase, "Fit for a King," because it meant symbolically exactly what we intended it to mean.

I am amused at some of the possibilities of Mr. Magowan's further suggestion that we should substitute the word "citizen" for "king." One of my friends suggests, for instance, that we should change the name of "King William Whiskey" to "Citizen William Whiskey," and that our old nursery Mother Goose friend should be hereafter called "Citizen Cole" instead of "King Cole," and I am sure the shade of Lewis Carroll would be edified to read his quatrain remodeled according to Mr. Magowan's ideas:

"The time has come," the walrus said,
"To talk of many things,
Of sailing ships and sealing wax,
And cabbages and citizens."

Of course, one might go on endlessly with this line of thought, and I will not bore you any more.

Geo. L. SULLIVAN,
Advertising Manager.

Charles S. Pike Promoted

Charles S. Pike, who for some time has been sales promotion manager of the Paige-Detroit Motor Car Co., of Detroit, has been appointed truck sales manager of that company.

The Racine Woolen Manufacturing Company, Racine, Wis., has placed the Western Advertising Agency, Inc., also of Racine, in charge of its advertising.

*You must use the
Cleveland Plain Dealer
to cover the Western Reserve*

To use the representative daily newspaper in the 18 most important industrial cities in Ohio within 100 miles of Cleveland exclusive of Toledo—namely

Akron	Elyria	Sandusky
Alliance	Lorain	Shelby
Ashland	Mansfield	Tiffin
Ashtabula	Marion	Warren
Canton	Massillon	Wooster
Conneaut	Painesville	Youngstown

—the 18 papers, with a combined circulation of 142,519 would cost, on the basis of 5,000 lines, 26c per line.*

In these same 18 towns the Plain Dealer has a daily morning circulation of 34,981—or 24% of the combined circulations of these leading local papers, and reaches 246 other towns, besides Cleveland.

95% of the Plain Dealer's total circulation is within this 100-mile radius (all of it strictly Cleveland territory with an incessant stream of travel by interurban and steam roads)—and the full 100% of the Plain Dealer's more than 180,000 daily circulation can be reached at a cost of 23c per line.

In several of these 18 illustrative towns the Plain Dealer has a circulation amounting up to 28 to 34% of that of the leading local paper—and a circulation, in every instance, made up of people of affairs *who must be reached whether the appeal is to their individual purchasing capacities or to their influence on the purchases of other persons or businesses, and who, because they read it thru needing it, can best be reached thru the Plain Dealer.*

*Circulations, rates, etc., from Stalker's and Fuller's quotations.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Representative:
JOHN B. WOODWARD
Times Building, NEW YORK

Western Representative:
JOHN GLASS
CHICAGO, Peoples Gas Building

NO ACCIDENTS

In every month thus far this year The Chicago Daily News has been printed *seven days a week*, than any other Chicago newspaper printed in the city—every Wednesday—is a feature of The Daily News with its large circulation. Booksellers, who find in it a selling force intelligent and

BOOK LINEAGE IN CHICAGO

Actual lineage placed by book publishers and local book dealers in

	The Daily News 6 days	The Tribune 7 days	The Herald 7 days	The Post 6 days
D. Appleton & Company.....	1,521	1,220	614	381
Arc Publishing Company.....	47	60	33	125
Baker & Taylor.....	2,025
Geo. Banta Pub. Co.....	...	57
The Bobbs-Merrill Company....	2,942	2,409	2,143	709
Boni & Liveright.....	102	361	104	104
Carson Publishing Company....	1,779	404	1,012	1,187
The Century Company.....	155	871	670	415
The Children's Book Shop....	159
Cross Reference Bible Co.....	102	122	149	...
Davis Printing Works.....	86	219	428	86
Dodd, Mead & Company.....	751	372	...	223
George H. Doran Company.....	1,204	1,510	358	356
Doubleday, Page & Company....	911	1,123	551	355
E. M. Dunbar.....	40
E. P. Dutton & Company.....	2,751	2,080	2,513	3,385
Philip Goodman & Company....	77	29
Harper & Bros.....	1,968
Harper & Bros. Subscription book ads in Sunday Roto- gravure Magazine.....	...	1,980
Henry Holt & Company.....	324	...	126	152
Houghton Mifflin Company....	1,021	937	568	718
Laird & Lee.....	57	64
The John Lane Company.....	555	831	92	352
J. B. Lippincott & Company....	104	162	273	186
Little, Brown & Company.....	492	1,308	261	261
Lothrop, Lee & Shepard Co.....	63	...
The Macmillan Company.....	798	606	406	1,746
Robt. M. McBride Co.....	44	100	...	101
A. C. McClurg & Company.....	3,998	4,534	4,930	4,004
Methodist Book Concern.....	91

"Unquestionably the most interesting
West—if not in the country."—V

THE DAILY NEWS

FIRST IN CHICAGO

DENT, THIS

go Daily News has printed more book advertising, *six* printed in *seven* days. Why? Because The Book Page y News which merits the full support of publishers and elligent combined with superior literary quality.

N CHICAGO NEWSPAPERS

k deals in four Chicago newspapers from January 1 to April 30, 1918.

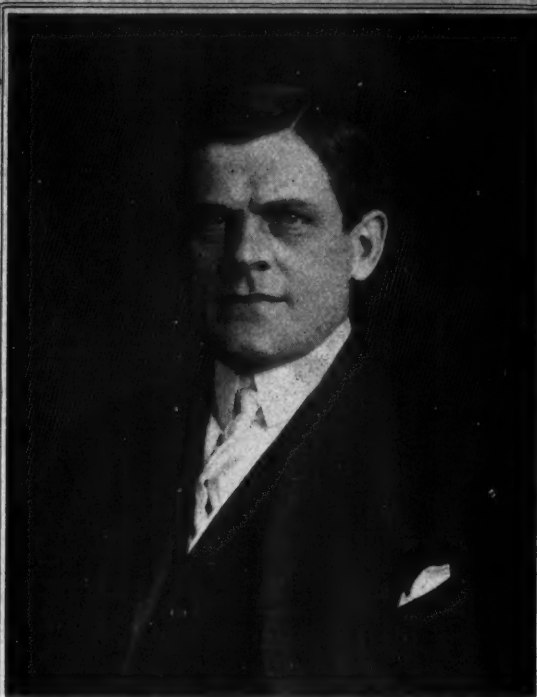
	The Daily News 6 days	The Tribune 7 days	The Herald 7 days	The Post 6 days
Moffat, Yard & Company.....	58	106	357	...
Mudie's Library	253
New Library, Inc.....	102
Open Court Publishing Co.....	144	373	269	...
Oxford University Press.....	242	202
Parlette-Pudget Company.....	...	114
Pelton Publishing Company.....	...	495
Pilgrim Press Book Shop.....	16	16	137	...
Purdy Publishing Company.....	17	...
Publishing Bureau	13
G. P. Putnam's Sons.....	1,801	1,426	1,572	2,006
Rapid Speller Company.....	10
Reilly & Britton.....	319	654	1,005	566
Fleming H. Revell Company....	309	126	318	182
W. B. Saunders Company.....	...	176
Charles Scribner's Sons.....	2,233	1,463	304	267
George Scully & Company.....	...	126	129	130
Small, Maynard & Company....	142	146
Fred A. Stokes & Company....	640	81	114	433
Stanton & Van Vliet Company..	...	156
P. F. Volland & Company.....	499	501
W. J. Watt & Company.....	87	87	86	...
Jno. C. Winston & Co.....	...	204	212	...
Marshall Field & Company....	656	1,303	1,312	1,288
Carson, Pirie, Scott & Company..	974	1,029	304	306
The Fair	1,188	298	...	44
The Boston Store.....	498	252	242	...
Rothschild & Company.....	246	27
Siegel, Cooper & Company.....	103	16
Total.....	34,121	31,002	21,672	20,318

t interesting book page in the Middle
country"—WILLIAM MARION REEDY

HENRY BLACKMAN SELL,
Literary Editor.

ILY NEWS

IN CHICAGO



BUILDERS *of* AMERICAN BUSINESS

THOS. E. WILSON, PRESIDENT OF
WILSON & COMPANY

"Busy executives can find in *SYSTEM* a valuable ally; one that is unprejudiced in its investigations and conclusions. I find *SYSTEM* Magazine to be of value in our business."

Thos. E. Wilson

NUMBER CXXXII in the series of portraits of readers of *SYSTEM*



Results of Lucas' Anti-Failure Campaign Among Dealers

Curious and Instructive Conditions Revealed in Company's Report on Individual Dealers—United Action by National Advertisers Needed

By Philip Francis Nowlan

WHEN John Lucas & Company, Inc., paint manufacturers of Philadelphia, more than six months ago undertook to "sell" better sales methods to the retail hardware and paint trade of the country, as a proposition but remotely connected with the sale of Lucas paints, they felt that they were taking a step of the utmost importance to the new science of business.

The campaign was undertaken only after three years of preparation in the investigation and analysis of retail trade conditions, and its purpose was to go beyond the investigations of other organizations' studies which had developed the fact of the tremendous mortality among retail businesses, and many of the reasons therefor. The campaign was intended to strike right at the heart of the "disease," which was lack of intelligent and efficient selling on the part of the retail trade. It was desired to cure that disease, and not stop where past former movements had, at diagnosis of it. And the cure, it was decided, should be a campaign in which the goods sold should consist of better retail sales methods, policies and principles. It was necessary that such a campaign, to achieve fullest results, should not be too closely connected with the sale of Lucas paints, so that the retail dealer, when approached with it might not offer resistance through the feeling that it was just a plan to sell him paints.

As a matter of fact John Lucas & Company did expect to benefit ultimately in the natural sequence of events. Otherwise they would not have invested the money which they have in the work. They also expected all other manufacturers who sold to the same trade

that they did to benefit by the retailers' increased prosperity and buying power. They went into it with the feeling that it would be worth the while of other manufacturers to add their efforts, as they saw fit, to put the entire retail trade of the country on a sounder and more efficient basis. They felt that they would obtain responsive interest from both manufacturers and retailers—and they have.

Now that the campaign is nearly a year old there is much in the way of experience and results that can be added to its story.

RESULTS AMONG THE RETAIL MERCHANTS

In the October 18, 1917, issue of *PRINTERS' INK* I explained the plan of the campaign, by which dealer interest and request were to be stimulated by a series of poster folders, mailed direct, and calculated to make the merchant write in and ask for the Efficiency Test Blank by which he might rate his own efficiency through answering twenty-five questions relating to his policies and methods of conducting his business.

Requests for these test blanks have been coming in steadily ever since at the rate of approximately 500 a month during the period in which the circulars were sent out, and 300 a month since then, which has been the last four months. The blanks have been filled in and returned by the merchants, thus forming the basis of a personal interview by the Lucas salesman, whose purpose it then was to sell the merchant first on the need for more scientific and organized effort in his sales work, and then on the methods. The book, "100 per cent Retail Selling," was to be left with him by the salesman only when he had been completely sold

through the interview, and had evinced a real interest, a thorough appreciation of its importance, and a sincere desire for its possession.

Experience has shown, however, that from several angles it was better that the sale of better merchandising should be even further divorced from the sale of paints.

In the first place, though every effort was made to sell the salesmen on the idea, and to pick only the older and better men of the corps for the work, certain of them were not wholly desirous of seeing it through with 100 per cent of their own effort. It took too much of their time when they went into it thoroughly with the retailers—two hours or more for each interview when they were interested. Many of the men chafed under the delay when they felt that their real work was producing dollars and cents through the sale of paints; and if they did not go into it thoroughly it was hardly worth while going into it at all. Here and there in the organization a salesman of extra adaptability is able to push the sales of merchandising and of paints without having the two interfere.

It was felt advisable therefore that a service department should be organized, and Edward D. Barnes, formerly manager of the Dealer Research Department of the *Woman's World*, was made manager.

Mr. Barnes spends all of his time calling on the retail trade. He takes no paint orders. He is not allowed to. He just "circulates" around, investigates a dealer's business and sales field in much the same manner that he would if he were contemplating the purchase of the business and wanted to see if he could make a go of it with the dealer as manager. Then he drops in on the dealer and sells him as much good merchandising policy as he will absorb, and if he is absorbent enough, carries the thing right through.

The following report is from one of the salesmen who is most active and productive in merchandising "sales," and not that of Mr. Barnes. I give excerpts from it

here because it illustrates the method, and because it happened to be the one nearest at hand when I called at the Lucas offices, and they let me have it for publication. I have censored out the names, of course.

SOLD IN A FOURTEEN-HOUR INTERVIEW

"Rule 1.—*Adopt a definite policy for selling and store management.*

—Mr. Blank's policy, which he has followed strictly during his eight years in business, is in accord with the principles laid down in this rule. While he has never made a real community analysis he 'knows' his territory and is supplying its wants in good style. The term 'raising the want standard' was new to him, but a little talk developed the fact that it was one of his strongest policies. In fact he states that this was one of the main things which brought his store down into the centre of the best retail district. By raising the want standard of his customers he has been enabled to make profits that warrant paying a rent of over four times the rent charged for his original store. The balance of the principles embraced in this rule are well observed by Mr. Blank, and we might say he scores 100 per cent under it.

"Rule 2. *Save the wasted hours.*

—After a thorough discussion of this rule, Mr. Blank has decided to employ a man to help him in the store and release him for the more important work of outside selling. Once he grasped the idea of the real meaning of the saving desired under this rule (that an executive should not waste his high-price time in detail work that can be handled by a lower-price employee), he decided that he had lost a good many dollars by not appreciating it sooner.

"Rule 3. *Departmentize and keep sales records.*—There was no fight with Mr. Blank over the value of this rule. We went into the application of departmentization to his store and found that six divisions would yield records which will keep him well posted on the different angles of his busi-

ness. He will make this separation, and keep sales and stock records along the lines we have so often discussed in the office. I will have more to say along this line when I get to rule 8.

"Rule 4. *Distinguish between 'Call-and-buy' and 'Go-get-it' goods.*—The discussion of this rule added a real selling policy to Mr. Blank's general store policy. Among other things he discovered why certain goods were slow moving, and you can bet he is going to apply go-get-it methods from now on. The application of these methods to paint was very thoroughly gone into, and further on I will tell you some of the things Blank would like from you to help him apply go-get-it ideas to paints. I believe that the selling of Mr. Blank on this one idea will eventually pay for my trip here.

"Rules 5 & 6. *Develop and use a mailing list, and widen the scope of selling.*—Here is where we get action from Mr. Blank, and it will bear real fruit. He has never used a mailing list and did not really know how to get one. Some time ago he purchased a list of names and addresses, which is very good up to a certain point. It gives name, address, size of farm, whether owner or renter, if not a head of family or not engaged in farming, the list shows assessed valuation of property. For a ready-made general list it is pretty good, but its size scared Blank, and he never used it.

"To get him started with a real list, I suggested the following plan, which is an adaptation of Wm. Kreuger Co.'s plan shown on page 17 of '100 Per Cent Retail Selling.' The school kids are to be started on a contest to see who can go out and get the greatest number of cards filled out in a given period. Three cash prizes are to be given, and in addition each kid bringing in ten or more cards is to be invited to a theatre party given by Mr. Blank. The cards are to be practically copies of the lower right hand section of our mailing list card, shown on page 34 of '100 Per Cent Retail Selling.' If you think the idea im-

practical, please write Blank at once, for I have him thoroughly sold on the idea.

"Rule 7. *Acquire a reputation for service.*—I don't believe Blank will have any trouble making good under this rule. We talked service generally, and as applied by him, and it seems he is doing his very best along this line. He has picked for the new store man an old paint man, so you see we will be pretty well taken care of by his application of the service idea to our goods.

"Rule 8. *Install an accurate system of accounting.*—There is absolutely no argument necessary here. Blank has a real set of books, peculiar but absolutely O. K. when it comes to telling real facts about his business. He knows his monthly business at cost price and selling price, keeps accurate expense accounts, and has a job record that really keeps track of the work and eliminates practically all complaints of customers. He will add department and sales records, also a stock sheet. When these are in operation he will be absolutely fortified against criticism under rule 8."

(There follows a list of dealer helps wanted by Mr. Blank.)

"I didn't start out to write a book, but I have put better than fourteen hours in with Mr. Blank, and I could not compress the results of that session into 100 words and give any idea of what was really done."

Nothing seems to stand out more clearly in the experience of John Lucas & Co. in selling better merchandising to the retailer than the fact that the smaller and less successful the dealer, the less open he is to suggestion, and the greater and more continued effort that must be made to sell him. On the average, the reports would indicate that the man least capable of developing principles of success on his own account is the one most opposed to letting anyone else help him. He is like a certain old Irish advocate of "religious freedom," who believed that "every gentleman should be allowed to go to hell in his own way."

It is nearly always a clear case of "none so blind as those who will not see." And the conclusion is just as clear, that this class of the country's retail trade must have its eyes jolted open, individually, if it is to be saved.

ACTION BY MANUFACTURERS NEEDED

Unfortunately the class is more than large enough to make it worth the while of the manufacturers as a whole to supply the jolt. Otherwise they might spare themselves the effort and ignore it while it proceeds, satisfied with itself, but dissatisfied with the world, to its doom.

Following are condensations of the reports made by the Lucas service manager on ten dealers. Comparisons among them are interesting and instructive. The cases were picked at random from a batch composed principally of small stores in the "up-state" section of Pennsylvania.

Dealer No. 1 was pessimistic regarding business conditions in his section. He claimed to know his community and its needs, and said that neither he nor any other dealer could sell paint at the prevailing prices. He refused to consider doing anything with the Lucas service plan or "100 Per Cent Retail Selling." His attitude was that he did not think it worth while to hustle for a larger business. There were 462 families in this town. His trading radius was ten miles. Volume of trade \$30,000, with a stock of \$15,000. Trade was 75 per cent farm and 25 per cent town. There were 125 autos, community prosperous, average income, town \$600, country \$1,200. Twenty-five houses needed painting. He had been in business forty-two years.

Dealer No. 2 was finding demand very slack for paint, but had hopes it would pick up. He was doing nothing to boost it; had no signs outside and no display of stock. He was convinced that he should put it where it could be seen and put in a window display. He got enthusiastic over a policy of widening his scope of selling with a live mailing list and outside

solicitation. This was a general store with a stock of \$15,000 and a volume of \$40,000, six years under present management, 15 per cent cost of doing business. Prosperous community, average income \$400 for town and \$1,000 for country; trade 10 per cent in town and 90 per cent in country; fifty-nine families in town, and fifteen autos; thirty-five autos in the trading radius of four miles.

Dealer No. 3 was a difficult proposition, who considered that he did not have to take advice, as he had "arrived"—which he had. It was considered strategy here to let well enough alone. Hardware business twenty-five years old; stock \$12,000 and volume \$35,000 with cost of doing business of 18 per cent; farm trade 35 per cent. Community 300 families and forty-five autos in town, with fifty autos in the trading radius of five miles; incomes in town average \$600 and in country \$1,500.

Dealer No. 4 apparently left the management of the store principally in the hands of his son, not yet twenty years old, who guessed at the figures of the business. No display was observed inside or out. The store itself needed painting badly, and it did not appear that efforts to help would be understood or appreciated. Business six years old, with stock of \$8,000 and volume of \$16,000 and cost of 17 per cent; 75 per cent farm trade. Community prosperous; 154 families in town, 60 per cent owning homes; twenty-five autos in town and seventy-five in trading radius of four miles; no bank in town and no figures on average incomes.

Dealer No. 5 had never taken an inventory. He did not know the value of his stock nor the percentage of cost. He backed away from the efficiency test blank, and apparently the service plan made no impression on him. He had been in business thirty years. Farm trade was about 75 per cent. Community prosperous; 148 families in town and fifty autos, with 175 autos in trading radius of seven miles; town average income \$800, country \$1800.

(Continued on page 61)

The New High Water Mark

THE NORTH AMERICAN'S aggressive, uncompromising and militant policy of Americanism has won out

THE NORTH AMERICAN was the first newspaper to show the true significance of the world war. This as early as August, 1914.

THE NORTH AMERICAN was the first to emphasize the fact that this is a mighty conflict between two irreconcilable schools of philosophy and systems of government — democracy and autocracy.

THE NORTH AMERICAN was the first to point out this nation's duty and its peril.

THE NORTH AMERICAN was the first to show that the cannon aimed at Brussels and Paris were, in truth, aimed at New York and Philadelphia.

THE NORTH AMERICAN was the first to ex-

plain why the brutes of Berlin looked upon the United States, no less than France and Great Britain, as a foe in their path of world rule.

THE NORTH AMERICAN was the first to urge the United States to give to the Allies every ounce of aid possible under international law.

THE NORTH AMERICAN was the first to advocate national military preparedness and

national spiritual preparedness, that the guns and the men and the soul of America would be ready when America's inevitable hour of testing came.

THE NORTH AMERICAN led in denouncing the perilous pacifism of a Secretary of State who gave assurance to the powers



BENJAMIN FRANKLIN

Philosopher, Statesman, Patriot, Founder of the Pennsylvania Gazette (1728), from which THE NORTH AMERICAN is descended

making war upon America and upon Liberty that the protests of our government were only for home consumption, not to be taken seriously by our foes.

THE NORTH AMERICAN showed how dangerous to national safety was the policy which issued ultimatums with no intention or means of enforcing them.

THE NORTH AMERICAN freely denounced the wicked political policy which appealed to the public for support of candidates on the ground that they had kept the country out of war, at the very time the United States was being irresistibly drawn into the world conflict.

THE NORTH AMERICAN pleaded for swift and abundant preparation for national defense when this government, two months after Germany had been making open war upon us, acknowledged that a state of war existed.

THE NORTH AMERICAN consistently laid before the public the stupid, studied and costly delays of the war-making department, notably the lack of equipment and care for our soldiers, who have offered their all for the cause.

THE NORTH AMERICAN was first, and almost alone, in warning the nation that Russia was in the power of Germany, and that Bolshevism would become the instrument of Prussianism, as it was the foe of democracy.

THE NORTH AMERICAN led the fight against the German traitors and spies in this country, who hid behind American citizenship or the government's policy of coddling alien enemies.

THE NORTH AMERICAN, since August, 1914, has urged unrelenting and unceasing warfare against all forms of treason, sedition and un-American propaganda, and against the deadlier policy of indifference and inaction.

THE NORTH AMERICAN has, in nearly a thousand editorials, three volumes of which have been reprinted in book form, pleaded, urged, exhorted and sometimes execrated, in a desire to stir this nation into action, so that its preparation should be swift, adequate and victorious.

By its stand **THE NORTH AMERICAN** came into direct conflict with the policy of the administration and with those who refused to accept actualities—those who strove to defeat and impede every proposal for preparedness, those who sought to evade responsibility and trusted to a policy of compromise or evasion.

The course of **THE NORTH AMERICAN** was at first costly in circulation and advertising.

But eighteen months ago the tide turned. Then it became apparent to all intelligent persons that America's participation in the war was certain; then it was shown that **THE NORTH AMERICAN** was right, that its warnings and exhortations were sound. And slowly a new interest and confidence were developed and soon swept forward at full tide. **THE NORTH AMERICAN'S** Americanism gripped, and widened its zone of influence.

Sunday Circulation Over 200,000

THE SUNDAY NORTH AMERICAN which had suffered most showed the most marked recovery. Eighteen months ago it began to make slow but consistent gains. The growth has been particularly notable during the last six months; not by leaps and bounds, but through a sort of enveloping movement, until the 200,000 mark was reached, and then far beyond that. Now it is nearly 50,000 larger than ever before in its history, two-thirds of the increase coming during the last three months. **The average net Sunday circulation for the last four Sundays was 219,818.**

The same general influences which affected the Sunday circulation also advanced the daily. Notwithstanding the fact that the price was advanced from 1 to 2 cents, with a temporary loss of 20 per cent at the maximum, the daily circulation is larger now than on the day when the price was changed from 1 to 2 cents. Like the Sunday, the greatest growth has been during the last three months. **The average net daily circulation for 30 days just passed was 154,165.**

Character the Test of a Paper's Value

NEVER before has the advertiser been such a careful and exacting buyer of advertising space. Never has he inquired more into policies and influences behind a newspaper's growth. He has learned that the newspaper which has engaged the serious and thoughtful attention of its readers is the most helpful in selling his goods. And as a result of this new and more searching vision of the advertiser **THE NORTH AMERICAN** has taken a firmer hold.

No newspaper was ever so clearly revealed as is **THE NORTH AMERICAN** in its purposes and policies. And from these the trained advertiser knows infallibly that through this journal he reaches the virile, thinking, sturdily American readers who believe in and support such policies.

A newspaper that stands for worthy ideals, fights for those ideals and holds the confidence of an alert, intelligent and deep-thinking family of readers is a newspaper that pays an advertiser, and pays well.

Newspapers without foresight, definite conviction and unqualified Americanism fail to satisfy, and they will continue to do so. **THE NORTH AMERICAN** has blazed a new trail—has set a new standard.

In these confusing and stressful days the American public responds eagerly to the leadership of newspapers which have the vision to see the needs of the present and the future and the courage to proclaim them

THE NORTH AMERICAN PHILADELPHIA

New York Office:
SERAPHINE & McDEVITT
347 Fifth Avenue

Chicago:
KNILL-BURKE, Inc.
468 Peoples Gas Building

Dealer No. 6 was described as "a gentleman and a very pleasant man to talk to." His store was well arranged and kept. Paint stocks were well displayed. He was pleased and appreciative of the service offered, but refused to give his figures of stock and turnover. Cost of doing business was 18 per cent; trade 75 per cent farm. Prosperous community; 434 families in town, half owning own homes; sixty autos in town and 125 in the trading radius of six miles; town incomes \$1,000, country \$3,000.

Dealer No. 7 had suffered a stroke of paralysis, and the business was in the hands of his wife and a clerk, who gave two hours of his time to the discussion of the plan, which he could well afford to do. Nothing aggressive or progressive about the business, however, and the account was not considered one which would grow. Business twenty years old, stock \$3000, volume \$6,000 and cost 20 per cent; farm trade 75 per cent. Prosperous community; 217 families in town, two-thirds owning homes; autos in town were 125, and in trading radius of three and a half miles 200. Town incomes \$750, country \$2,000.

Dealer No. 8 was reported as a "live wire," who was pushing his business. He was very receptive of the plan and anxious to take advantage of it. He was seven years in business, with a stock of \$10,000 and a volume of \$30,000 and cost of 18 per cent; 90 per cent farm trade. Community is prosperous, ninety families in town all owning homes; autos in town, twenty-five, with 250 in the trading radius of seven miles; town incomes averaged \$700 and country \$2,500.

Dealer No. 9 gave more than an hour of his time to the discussion of the service. He was satisfied with his business and would not consider changing any of his methods. He was interested not in the merchandising plans and data so much as dealer helps. He had been in business nine years; his stock was \$8,000 and his volume \$24,000, and cost 18 per

cent, with 50 per cent of farm trade. Community prosperous; 1638 families in town, half owning homes; autos in town 350, with 450 in trading radius of six miles; town and country incomes \$800 and \$2,000 respectively.

Dealer No. 10 had been in business forty years and was a live wire of the old school, being averse to changing his methods. He was, however, interested, and gave much time to the proposition and was quick to take advantage of assistance with his mailing list, which was live, and which he was pushing actively in conjunction with outside solicitation. His stock was \$10,000 and volume \$28,000, with a cost of doing business of 21 per cent. Community only fairly prosperous; 282 families in town, 35 per cent owning homes; 115 autos in town, and 400 in the trading radius of fifteen miles; farm trade 90 per cent; town and country incomes \$450 and \$800 respectively.

PERSISTENT EFFORT NEEDED

Analysis of individual reports from the resistant element of the retail trade would indicate that it can be overcome only by the strongest and most persistent effort on the part of manufacturers, preferably by the weight of repetition and cumulative effect of receiving similar urgings from many sources of supply, with as much individual application as possible.

The Lucas organization is in a position well adapted to giving each dealer a story directly applicable to his individual case, for the things the house knows with thoroughness about nearly every one of their customers and prospective customers, gathered from salesmen's reports, service manager's reports and agency reports, include:

The class of store he keeps; number of years in business; value of his stock; volume of his sales; cost of doing business; how good his location is for retail trade; if he is aggressive; what the appearance of his store is; if he has show windows; how well he keeps them trimmed; if he does newspaper

advertising; what means he has of keeping in touch with his customers, such as a mailing list, store-paper, etc.; if he does any outside selling himself or through clerks; if he uses advertising matter furnished; in what part of his store the paint stock is kept; if it presents good appearance on shelves; how much he is interested in the sale of paint; if he regards it as a side line; what lines he handles; the populations of his town and county; trading radius, with percentage of town trade and percentage of farm trade; number of families in town; percentage owning homes; number of autos in town; number of autos in trading radius; approximate gross average income per family (1) in town, and (2) in country; number of schools in town; number of churches in town; number of buildings needing exterior painting; if community is generally prosperous; how many of his competitors sell paint; what brands of paint he sells.

In addition there is the Efficiency Test Blank, which reveals what the dealer thinks of himself and his own business, and the report of the manager of the service department, Edward D. Barnes, on what he thinks of him after having paid him a visit and talked over his business problems with him. Data yielded by the test blanks includes the dealer's thoughts on:

Whether he likes his work; if he is open to suggestion; if his expenses to sales are less than 20 per cent; what the rapidity of his turnover is; if he is doing all the business possible with his present overhead; if he knows the community and what it wants; if he overcomes "sales resistance" by handling nationally advertised lines; if he is educating his customers to newer and higher wants; if he conducts his business on the one price plan; if his goods are marked in plain figures; if he keeps a record of sales by departments; if there is any time wasting by his employees; if he uses his own and his clerks' time according to relative values; if he makes

easy and quick adjustments of complaints; if he makes special efforts to sell big-price articles; if he keeps and uses a mailing list; if he has a system for getting facts about his possible customers that may help make more sales; if he tries to enlarge his selling territory; if he uses personal canvass to help sales; if he constantly uses dealer helps furnished by manufacturers; if his stock is clean and displays attractive; if he makes it a point to know thoroughly the goods he sells; if he reads regularly some business efficiency literature; if his treatment of employes inspires their respect, loyalty and energy; if he is ambitious to do a bigger business.

And along with all these data, there is a photograph of the exterior of the store.

Thousands of inquiries have been received by the company from those who have been interested in the story of the campaign to sell "100 Per Cent Retail Selling," asking for copies of the book of that name.

The Lucas company stands ready to give what assistance it reasonably can to other manufacturers or organizations which feel inclined to enter sincerely into the selling of constructive policies of success to retail merchants, to the end that manufacturers generally may lessen competition among themselves and increase sales for all through "intensive cultivation" of that field in which they gather the fruits of their industries, the retail trade.

Invites Neighboring Store's Patrons to Open Accounts

Considerable comment was caused in Chicago retail advertising circles by the effective methods used by Rothschild & Company department store in utilizing the recent closing of the department store of Siegel Cooper & Company. One of Rothschild's ads said the company noted with regret the passing of Siegel Cooper & Company, its neighbor and friendly competitor for twenty-three years. The ad extended a cordial invitation to Siegel Cooper's customers to cross the street and open an account with Rothschild's. The fact that their credit was good with Siegel Cooper would relieve the transaction of all formalities.

St. Louis Star Alone Shows Big Gains

Again in April The Star was the **ONLY** St. Louis daily newspaper to show Gains in volume of Total Paid Advertising over the same month a year ago.

The St. Louis Star Gained 41,986 Lines.
All Four Other Newspapers Show Heavy Losses

During the 26 Publishing Days in April:

The Star printed more Local Display advertising than the Globe-Democrat and the Republic COMBINED, or the Republic and the Times COMBINED.

The Star again led the Globe-Democrat, the Republic and the Times in volume of Total Paid Advertising.

The Star was the Only St. Louis Newspaper to show Gains in National Advertising—All Others LOST.

CIRCULATION

At **1^c**

The St. Louis Star's
Daily Average Net
Paid Circulation for Six Months
Ending March 31, 1918, Was:—

114,782

At **2^c**

The St. Louis Star
Raised Its Price to 2c
on April 1. The Daily Average Net
Paid Circulation for April Was:—

114,428

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO

PHILADELPHIA

NEW YORK

Peoples Gas Bldg.

Colonial Bldg.

Fifth Ave. Bldg.



Trade Mark
Registered



Trade Mark
Registered

Always Room On Top

★ ★ ★



EVERY year the advertising field finds some new and dominant advertiser with vision and the will to win, emerge from the crowd to take and hold the lead in his line.

★ ★ ★

¶ How does he do it? His market appears crowded, and the opposing products are solidly entrenched.

★ ★ ★

¶ His vision recognizes the symptoms of inertia among old established competitors, and he strikes with the right weapon at the right time. There is an open hole in every merchandising field!

★ ★ ★

¶ In the past two years alone, while timid advertisers were drawing in their appropriations, we have won to Poster Advertising several such advertisers. With a fresh viewpoint, with courage and the full strength of our dominating medium they have accomplished remarkable results.

★ ★ ★

POSTER ADVERTISING CO., Inc.

511 Fifth Ave., New York

Peoples Gas Bldg., Chicago

Atlanta

Cincinnati

Cleveland

Milwaukee

Richmond

St. Louis

Famous Names of Trains May Disappear

Advertised Trains With Well Known Names will Probably Be but a Memory—Numbers to Be Used Instead

Special Washington Correspondence

OFFICIALS of the U. S. Railroad Administration confess that they suspect that before the close of the war the names of the luxurious and speedy railroad trains made famous by advertising will be but a memory. There will probably be sent to the discard such exponents of advertising-built prestige as the "Overland Limited," "Congressional Limited," "Cannon Ball Express," "20th Century Limited," "Fast Flying Virginian," "Oriental Limited" and "Colonial Express."

For some time past certain officials at the Railroad Administration have had under consideration the question of whether under Uncle Sam's rules of simplified railroad operation it would not be well to obliterate at one swoop all the trade-names that have become familiar to the traveling public as significant of celerity with comfort. The theory of the officials who argued for the abolishment of all names of trains and the substitution of numbers such as have heretofore characterized only the locals for Podunk and way points is that such elimination is only consistent with the policy which has been adopted by Director-General McAdoo for the abandonment of all claims of special service and unusual facilities for luxurious travel.

As was duly reported in *PRINTERS' INK* several weeks ago, the Railroad Administration has issued orders cutting railroad advertising to the bone of bare essential and placing a ban on all copy, whether in display space or in folders, hangers, etc., that tends to lift any train or group of trains above the dead level of monopoly in railroad service. The men who want to wipe out time-honored train names claim that

this would be a logical sequel to the action above mentioned. They contend that to continue the distinctive train names is to impute a certain superiority of service, while the whole attitude of the Railroad Administration is supposed to be against preferential service even to that portion of the traveling public that is able and willing to pay "extra fare."

THERE MAY BE NO SPECIAL SERVICE TO ADVERTISE

Thus far the men at railroad headquarters who would welcome the issuance of an order extinguishing at a stroke all the highlights of railroad advertising have not won the consent of the Director General for such downright action and it does not appear very probable that they will. In the meantime, however, by the unexpected workings of a new influence, the very development they had in mind bids fair to be brought about gradually without the issuance of any order directly bearing on the subject. Rearrangement of train schedules, slowing down of running time and other new factors are rapidly robbing the "fighting brands" of the railroads of their distinctive characteristics if not of their identity. Railroad officials predict to *PRINTERS' INK* that in consequence of this "standardization" of time tables, coupled with a withdrawal of special train advertising, it will be but a question of time until the names of the whole family of "limiteds" will be heard seldom if at all.

Close observers of the situation have sensed the passing of the prestige of named trains in the East from the day that the Railroad Administration announced that it would lop off lounge and library cars and other frills, and would eliminate duplication of

passenger service on parallel roads. However, it is only within the past week or two, with the announcement of the rearrangement of through service to the Pacific Coast, that there has been disclosed the full force of the new limitations which leave no pride or purpose to be served by the use of a special train name.

First of the discouragements to the exploitation of train names as revealed in the transcontinental situation, is the circumstance that in service to each principal West coast destination one railroad will be given an advantage over all other roads. For example, the Santa Fe system is to have the privilege of running the fast through trains to Los Angeles and San Diego. Obviously that virtually puts out of the running, in a competitive sense, the Golden State Limited on the Rock Island and the other crack trains on the various lines that have heretofore competed with the Santa Fe for business to and from Southern California. This same situation is duplicated on the central and northern routes with one or more roads favored above the others in each instance.

NO ADVANTAGES IN RUNNING TIME

It is apparent that the situation just indicated must, at best, reduce to a scant three or four the number of named trains for California that could be advertised as especially advantageous to travelers. On top of this comes another phase of the readjustment which, as the Railroad Administration officials suppose, will be calculated further to remove incentive to distinguish any one train above others. This second dash of cold water on erstwhile enthusiasm for train names is supplied by the decision to slow down, more or less, all transcontinental trains with the object of securing absolutely uniform running time and removing all advantages from any road or roads. This means that henceforth, no matter whether the traveler be bound from Chicago to Los Angeles, San Francisco, Portland

or Seattle, he will have to allow seventy-two hours for the journey and he cannot better it by going some other way if he is subject to car sickness and is keen for a short cut to the coast. In days gone by some of the limited trains made the run in as short a period as sixty-two hours and others in sixty-eight hours. Now they all go on schedules that can supposedly be maintained by the roads with the longest routes and most difficult operating conditions. The officials at Washington are proceeding on the theory that this enforced democracy will render it incongruous for any road to designate any train as "limited" or "special" and they look forward to the time when all trains will be designated by number.

Checks on Copy That Don't Spoil It

GURNEY BALL BEARING COMPANY,
JAMESTOWN, N. Y., May 17, 1918.
Editor of PRINTERS' INK:

The last section of the "Classroom" in the issue of May 16 deals with a subject that is of interest to most men who write copy.

In my first connection the advertising department followed a practice similar to the one mentioned, in that all copy was typed on what we called an "O.K. Sheet" on which was printed "O.K. as to commercial policy and facts."

Unfortunately for the copy man, the limitations imposed by the words "as to commercial policy and facts" were not very clearly defined, with the result that by the time the copy finally received the O.K., the poor copy man would hardly recognize it. My experience was that I could usually "get by" with a mediocre piece of copy, but that when I wrote something particularly good, out would come the blue pencil.

I believe that no man ought to O.K. his own copy, but my experience with three different companies has taught me that there are comparatively few men who can "O.K." a piece of copy without trying to rewrite it, and as a result I usually prefer to take the chance of making a mistake once in a while, rather than have all my copy hopelessly mutilated.

C. A. CALL, Advertising Manager.

"American Angler" Engages Cruikshank

James A. Cruikshank, the well known traveler, angler and lecturer, has been engaged by the *American Angler*, New York, in connection with the motion picture programme of its advertising department.

With *ALL* St. Louis newspapers (evening as well as morning) selling at 2 cents, the

St. Louis Globe-Democrat

CONTINUES TO GIVE ITS ADVERTISERS THE

Largest 2c Circulation West of the Mississippi

The ONE Large Metropolitan Morning Paper in St. Louis

The GLOBE-DEMOCRAT has *more than twice as much* city and suburban circulation as the other morning paper, the Republic. During the first three months of 1918 the GLOBE-DEMOCRAT printed *more than twice as much* paid advertising as the Republic.

NATIONAL REPRESENTATIVES:

F. ST. J. RICHARDS,
302 Tribune Bldg., NEW YORK

GUY S. OSBORN,
1202 Tribune Bldg., CHICAGO

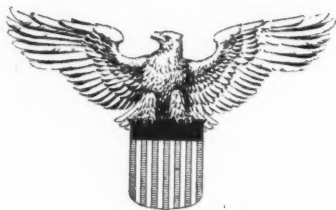
J. R. SCOLARO,
403 Ford Bldg., DETROIT

R. J. BIDWELL,
742 Market St., SAN FRANCISCO

Member of the Audit Bureau of Circulations

The Path of Precedent
is the trail along which
many advertising hopes
have passed to oblivion.
In considering the advertis-
ing and merchandising
possibilities of a product,
we always assume that
there is a better way
than the Accepted.





TO THE
AMERICAN PEOPLE
A MESSAGE FROM
GENERAL PERSHING

By Cable to The Independent

Please assure the American people that the morale of the officers and men under my command is beyond all praise. From the docks of disembarkation up to the first line trenches everyone seems to be doing his best, and an American's best is not bad. If only the American people could see with their eyes the task before us they would agree that the quickest way to victory is to prepare as tho the war would take two or three years more and require four or five million men.

JOHN J. PERSHING

Headquarters of the American
Expeditionary Forces in France

May 16, 1918.

Specialty Manufacturer Helps Dealers Merchandise Their Whole Line

Miller Rubber Company Sends Monthly House-Organ to Retail Druggists, with Helpful Sales Suggestions — Rubber Goods Come in for Only a Part of Sales Talk

THE Miller Rubber Company, of Akron, O., believes that if its dealers become better merchants, they will sell more rubber goods. That is the theory back of the merchandising service which it is offering, and which is presented in the form of a monthly bulletin, the "Miller Profit Maker."

Instead of being devoted exclusively, or even largely, to the sale of rubber goods or the reasons for featuring Miller products, the publication deals principally with sales plans that are seasonable and that affect all other departments as well as that in which rubber items are carried.

This may seem to be an indirect method of getting results, but the company reported recently that some of its dealers have shown increases of more than 100 per cent. in their rubber goods sales—evidence that their quickened interest in sales plans for the store as a whole has benefited the rubber department along with the rest.

In telling the dealers what is to be accomplished through the "Profit Maker," the company said recently:

"We don't ask you to use the ideas we give you in their entirety. Some of them may not fit your business. But what we know they will do is give you ideas upon which you can build. Take that which you can use. Discard that which you can't. Substitute your own ideas wherever you think they will improve the plan. But whatever you do, don't sit still. Keep going—going—going."

In the March-April issue, for example, a Housecleaning Sale was described, and a new wrinkle developed by suggesting that druggists

urge their customers, in connection with their housecleaning operations, to clean out their medicine chests, buy new, fresh supplies and insure having medicines that would be in the best possible condition. A druggist who used the plan was quoted regarding it, and complete details of the newspaper advertising, circular work, store cards, merchandise combinations and other features of the sale were given.

In addition, a window display for housecleaning sales purposes was shown. Two photographs were reproduced, one of the window without merchandise in place, but showing the arrangement of fixtures, signs, cut-outs, etc., for the foundation of the display, and the other with the window completed and all of the cleaning, painting and other supplies required for this purpose in place. Complete data regarding the details of its installation were given.

A separate department on window dressing is also conducted.

In a recent issue William S. Campbell, advertising manager of the company, discussed the question of advertising for druggists, taking up the various forms of advertising and showing how merchants can make use of them. In this connection, dealing with the number of failures in the mercantile field among non-advertisers, Mr. Campbell made the following rather suggestive statement:

"I feel that the decrease in business mortality during 1918 will be so much less as to be startling. I base this upon the simple fact that war conditions are making us better business men—making us better men and women in every way."

The paper is distributed to all of the Miller dealers, whose names are secured through jobbers. In addition prospects are secured from salesmen and wholesalers, and these also are given the publication.

Robert G. Warner has joined the Eastern advertising staff of *Cosmopolitan* as New England manager.

Circulation Manager

A publisher of technical papers is looking for a circulation manager. That man must

1. Be able to economically direct the Circulation Department.
2. Spend money efficiently. Mediocre results will not count.
3. Substantially increase an already stable circulation.

Please understand, we want a Circulation MANAGER—not a circulation clerk.

You should address a letter to the address given below, stating your nationality, age and experience. Communications will be respected as confidential.

Address "S. V.," Box 138, Printers' Ink,
185 Madison Avenue,
New York.

Effective Selling by Telephone

How Your Salesmen Can Use This Method to Develop New Business and Hold Their Old Trade

By Douglas Emery

ONE of the dry-goods buyers for a big Chicago department store—we might call him Henry Wilson—was once in the market for an order of cotton print goods. He wanted a lot of them; he wanted them in a hurry, and he wanted good quality. Consequently, he was interested when, running through his mail one morning, he found in it a letter from Bjones & Co., of New York, offering to sell him the goods he was seeking, and enclosing a quantity of samples, each one tagged with a serial number. Wilson put the samples to one side of his desk with the thought that he would look into the matter.

Half an hour afterward his telephone bell rang. "New York is calling you, Mr. Wilson," said the house operator; and when the connection was put through a cheerful masculine voice said, "Good morning, Mr. Wilson; this is Bjones, of Bjones & Co., calling from New York. I heard you were in the market for cotton print goods and mailed you some samples Friday night. Did you get 'em? I have a complete duplicate set here on my desk, with numbers corresponding to those on the tags. Anything you want to know about them? How does the stuff look, anyhow?"

"Well, it isn't so bad," said Wilson, in Chicago, "but how about deliveries? I would want—" and forthwith they plunged into a discussion of details which ended shortly in the purchase of many thousand yards of goods.

Ten years ago "long-distance salesmanship" of that sort was practically unheard of. Even today the number of business houses which get full value out of this magical method of enabling a salesman to be in two places at once is surprisingly

small. Yet the common sense of it is obvious. The telephone call in the foregoing true anecdote cost Bjones \$12; it took approximately fifteen minutes of his time. If he had gone to Chicago in person—and the sale was certainly big enough to have warranted his doing so—it would have cost not less than \$100 and three days' time. Wilson was an old customer of his and knew his reliability. Under the circumstances the telephone was the ideal solution of the problem.

BROAD FIELD FOR TELEPHONE SELLING

No sales manager would require a salesman to *walk* from one town to the next in calling upon his customers; then why should he not encourage him to use the telephone, when possible, instead of transporting his physical self from place to place—which is still a slow and cumbersome method, in spite of all our improvements in travel? Of course, there are some sales which cannot be handled in this method, where an actual visit is imperative. This is usually—though not always—true when the sum of money involved is very large, or where an intricate device requiring demonstration is concerned. Even counting these out, however, the range of possibilities in telephone selling is so great, and the saving in time and money which can be effected is so large, that there is hardly a reader of *PRINTERS' INK* who will not find it very much worth while, from a dollars-and-cents standpoint, to look into some of the ways and means of selling "by wire."

Putting through such a deal as is narrated above requires, of course, both courage and intelligent planning. The samples *must*

reach the desk of the prospect before the long-distance call goes through, and Bjones *must* know his line so that he can give forth facts about the goods like lightning. The salesman in question (whose real name is not Bjones!) employs this method as a steady policy, and last year his personal sales were more than \$1,500,000—which is nearly enough to put him in the kingpin row! He is selling agent for six of the biggest cotton bleaching, refining and printing mills in the United States. In normal times four assistant salesmen cover New York for him, and with the help of his trusty long-distance telephone he covers the rest of the United States as far west as St. Louis *alone*. He mails samples to a man whom he believes to be interested, these being always numbered serially for quick identification, with a duplicate set, of course, held for him to use. He knows the mail schedules by heart and when these run smoothly he rarely fails to get his man on the long-distance 'phone within a half day after the samples have been received. In the salesman's own words, it is "mighty seldom that he misses making a killing."

Every few weeks this man jumps to Boston or Atlanta, Chicago or St. Louis to call personally on his biggest customers. While he is there he puts in one day of long-distance 'phoning to all customers in the smaller cities in surrounding territory. In a day he can "make" fifteen or twenty towns in this way, at very little expense, and having mailed out samples, possibly just before he left New York, he secures a very nice volume of business.

WHERE SALESMEN MUST TRAVEL QUICKLY

Quite similar is the plan of a big wholesale house which has its salesmen work their territories a county at a time at high speed. The concern has a staple line of goods on which the customers, mostly small retailers, reorder

steadily. The salesman goes to some centrally located town, often the county seat, and calls all customers in other towns in the county by 'phone. The expense of long-distance calls is far smaller than the cost of visiting in person, and the saving in time is often five hundred or one thousand per cent. Moreover, the small retailer is usually much impressed. He is not made resentful by a long-distance telephone call from a salesman; he realizes the expense to which the wholesaler is going for the sake of his business much more keenly than when the salesman drops in to the store just as the local customers do, and he is flattered by a feeling of his own importance.

How "quick action" can be obtained by the use of the long-distance telephone is shown by the story of a case in Portland, Me., which was told in *PRINTERS' INK* some time ago. There was a threatened glut of grain in the local market, and one big wholesale house was apparently stuck with more than it could handle. A skilful salesman got busy, and in two days he sold 126 carloads of grain, worth \$74,400, by making thirty-eight telephone calls. The total cost for tolls was \$13.50.

It is in the retail field, of course, that the telephone is most widely used in intensive sales effort. Some of the results achieved in that branch of business have been remarkable. Two years ago, for instance, a youthful grocer in a suburban community not far from New York "saved his life"—in a business sense—by its use. He had just bought a store—a fine little property, but badly run down—and when he walked in to take possession on the morning of his first day six ten-dollar bills in his pocket represented his entire cash capital to run with.

At the end of a month he was still afloat, and business was picking up, but so slowly that he feared overhead expense was going to sink him before he could "get his second wind." When he

took over the store it employed four solicitors of business, who spent their mornings calling on customers and taking orders. One delivery wagon was used on the regular routed, scheduled deliveries and another was kept on the run all day with "hurry-up" special orders. All this made a heavy burden of expense.

The youthful owner hit on an idea which turned out to be a very happy one. His four solicitors were called in, and house-to-house canvassing was entirely dropped. He served notice on his customers that all orders for the day must be telephoned in, or brought to the store in person, before 10:30 A. M., if they were to go out on the first delivery, or before 2:30 for the final delivery. A careful list of customers was kept, and those who did not call up before 10:30 were themselves called by the store. It was easy for two men to "cover" by 'phone the territory four men had covered on their feet, and in less time. Orders were in so much earlier that delivery routes were planned much more easily to minimize distance covered, and in addition to the saving of two solicitors' salaries, one delivery wagon was omitted, though the business had been increased. Some customers, of course, objected to the new rules, but the telephone salesmen spent their slack hours calling up new residents in the neighborhood and other prospects, and soon made good the slight loss occasioned by housewives too mentally lazy to decide what they want to order at a specified time each day. The grocer was thus enabled to turn the corner, and is doing a nice business to-day.

Sometimes telephone salesmanship fits into the business scheme in such a way that it is not only profitable to the house which employs it, but to the customer it bears all the earmarks of highly appreciated service. This is the case with a great piano manufacturing house with a retail branch in New York City. The house keeps a careful card index of

all purchasers of player-pianos, noting the number of persons in the family, style of instrument and particularly the class of music the customer is fondest of. From time to time, as new music-rolls come in, the salesman looks them over and selects some which he believes his customer will probably like. Thus a man who has expressed a preference for Beethoven's "Moonlight Sonata" is almost sure to enjoy Chopin's "Nocturne in G Major" or Grieg's "An den Frühling," while the purchaser of Liszt's "Hungarian Rhapsodies" should, in the nature of things, be interested in "La Papillon" or "The Scarf Dance."

The salesman calls his customer on the 'phone, mentions the names of the new selections which have come in and asks permission to send them out for a trial. "We have a wagon calling in your neighborhood, anyhow," he says. "Keep the rolls a few days and then if you don't wish them, we'll have a man stop and pick them up." Almost always the customer buys part, if not all, of the rolls left with him, and these sales, put through at the expense of only a few minutes of the salesman's time, run into thousands of dollars. A similar plan, by the way, is used successfully by a retailer who sells phonograph records, except that he follows up the leaving of the records much more quickly.

GETS QUICK ANSWER, YES OR NO

When extremely prompt action is a necessity, telephone salesmanship is invaluable. Readers of PRINTERS' INK are probably familiar with the story of how, a few years ago, Col. E. I. du Pont was sitting one day in his office in Wilmington, Del., when his 'phone rang. "This is So-and-So, New York," said the caller. "They're having a terrible fire in the Equitable Building—it's burning right now and will be a total loss. Would you care to buy the site if you could get it for—" and he mentioned a figure very close to \$30,000,000.

Colonel du Pont liked the idea, and before the ashes were cold the deal was closed. The principals never met until it was necessary to sign final papers.

Everyone knows how vitally important the 'phone is to the stock and bond market, where moments mean millions sometimes. A visitor sat chatting in the office of a Wall Street banker one day when the 'phone rang. It was a man in Cleveland calling to put on the market a hundred thousand dollars' worth of bonds. While the visitor sat by, the New Yorker called an Atlanta client on the 'phone and sold the bonds. Then he called it a day and went out and played golf!

Of almost equal importance with its use in making sales is the value of the telephone in keeping your men in touch with the home office—which is especially necessary in these days of chaotic market conditions and sky-rocketing prices. Few, indeed, are the houses at present which do not require their city salesmen to call the office at least once or twice a day, and the idea is being spread to suburban men and even occasionally to those out on the road, when not too far away. A big dairy company, for an example of a similar policy, has 100 farms scattered over one of the Eastern States. Formerly all these farms were directed from the main office, mostly by letter and telegram. This proved somewhat unsatisfactory, and so the State was divided into groups of farms, each group having its own local headquarters. Every afternoon the general manager now holds an extended long-distance telephone conversation with each divisional manager, at which pressing business problems are all threshed out.

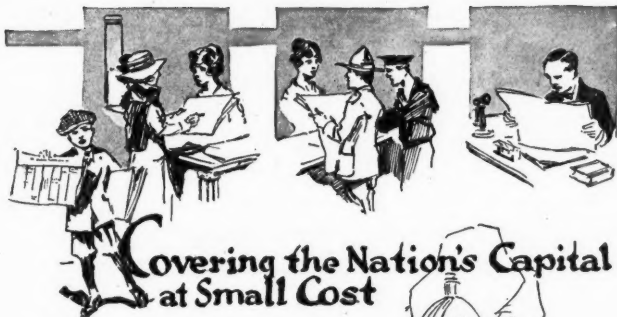
If you can persuade your customer to call you by 'phone, when he needs goods in a hurry, it is, of course, just as valuable as having your salesman call him up. A wholesale jeweler in a big city sells by means of an elaborate catalogue which he places

in the hands of retail jewelers in nearby cities. They are urged to telephone in their orders, selected from the catalogue, by long distance, and a special messenger is despatched by the next train to fill such telephoned requests for goods. With each catalogue goes a bunch of coupons which the retailer can return to the wholesaler one at a time as he calls up for the purpose of ordering, and the wholesaler pays all telephone tolls. The same plan, in effect, has been used by a Philadelphia department store which printed coupons in its newspaper advertising to be clipped and presented by out-of-town customers who had ordered goods by long-distance 'phone. Unless the size of the purchase was extremely small, the store paid the 'phone charges.

SOME OF THE ESSENTIALS OF TELEPHONE SELLING

What are the main points, then, that a business man should bear in mind before going into the telephone salesmanship on an extensive scale? They are few and simple. Selling by 'phone is just plain selling, the same as every other sort. That statement would seem obvious enough not to need to be made, yet it is surprising what absurd things are sometimes done by salesmen just because they are talking over the telephone and not sitting by the prospect's desk and meeting him eye to eye. Nobody would leap up suddenly and go out of a man's office without a word of farewell, and yet many of us do the equivalent thing when we all at once put the receiver on the hook without saying "Good-bye." We wouldn't try to sell a man a bill of goods and at the same time carry on an ardent flirtation with his stenographer, yet we will talk over the telephone and try simultaneously to read papers on our own desks or talk to those about us. Oddly enough, mankind is almost universally less courteous when using the 'phone than at other times; tem-

(Continued on page 81)



Washington—a word to conjure with!—main-spring of the war machine—where all civilization looks for news and views—where worlds within worlds hourly open up, offering unique opportunity to advertisers having a clear conception of their selling possibilities.

Even normally a tremendous market—its added, interesting population—with new requirements and money to fill them—make it a surprisingly fertile field for intensive advertising—which naturally involves

The Washington Star

Washington, D. C.

Star readers SPECIFY Star advertised products—
CONFIDENTLY

Whether for shoestrings or motor trucks—flavoring extracts or go-carts—the Star will reach and influence the number and quality of individuals and institutions necessary to carry your “return” proportion ‘way above average—at a workable cost.

Are you—CURIOUS—?

The Evening Star

Washington, D. C.

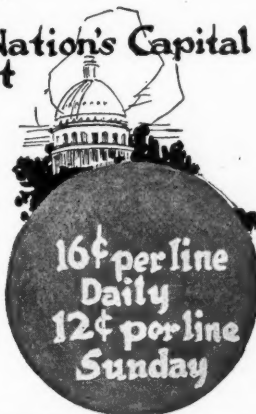
Eastern Representative:
DAN A. CARROLL,
Tribune Bldg.,
New York.

Western Representative:
J. E. LUTZ,
First Natl. Bank Bldg.,
Chicago.

Member A. B. C.



\$5 Prize.—Awarded to W. R. Lightfoot, 78 Irving Place, New York City.



Here Are the Boiled Down Facts

Circulation, highly concentrated in Washington (2 cents non-returnable), over 95,000 daily and 75,000 Sunday.

One edition daily. No waste or duplication.

No questionable, fake or distasteful advertising accepted.

Intelligent co-operation with advertisers to make Star advertising 100% effective.

Exclusive carrier service, covering every block in Washington—

“From Press to Home Within the Hour.”

IN PREPARATION

Win-the-War Number

of the

AMERICAN EXPORTER

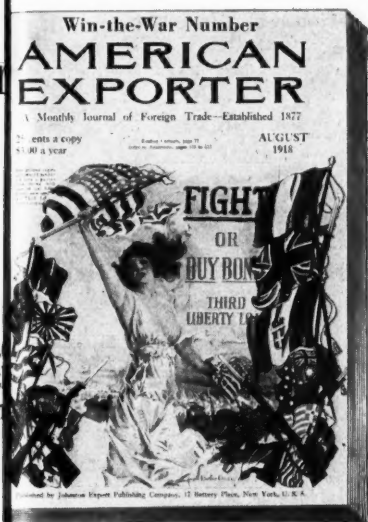
Will aim to offset among business men abroad the pernicious anti-American propaganda with which the German government is trying to influence the neutral markets.

IT will also carry the message of comradeship to the merchants of all the Allied nations. This will be done by presenting the story of what our EXPORTING MANUFACTURERS, EXPORT MERCHANTS AND KINDRED INTERESTS have done and are doing to **HELP WIN THE WAR.**

IT will be an impressive narrative of America's war ideals, progress and self-sacrifice.

Will you, in this issue, send your message to the business communities abroad of good cheer, encouragement and loyalty in the fight to maintain liberty for the world? Let the world abroad feel that our President's messages reflect your spirit and the spirit of the nation—refuting the German Government's claims to the contrary.

HELP to show what truly wonderful industrial co-operation there has been in building up an effective army. Show what part your company has done and is doing.



Do your bit in correcting the impression German propaganda has aimed to create abroad that we are a careless, inefficient and a mere money-loving nation.

We will do our utmost in the reading pages to produce an inspiring issue of fellowship to our Allies and to offset the anti-American propaganda of the German Government in the neutral countries by the truth.

You can help make this issue do its work better by running an attractive large advertisement applicable to the situation, or telling about your goods.

CIRCULATION 50,000 COPIES

August English Edition
15,000 Copies

August French Edition
8,000 Copies

August Spanish Edition
18,000 Copies

September Portuguese Edition
9,000 Copies

Reserve Space Now

Last forms to press June 29

AMERICAN EXPORTER

17 Battery Place - - - New York

Member Audit Bureau of Circulations

Another Boost For Southern Ports

MORE wealth, more power, more commercial importance is coming to the South—this time thru her ports.

It is good news that the Port, Terminals and Harbor Improvement Commission was created last month by the Government with authority to load and unload ships at the less congested ports. This is said to mean that Dixie's splendid harbors at New Orleans, Galveston, Mobile, Jacksonville, Tampa, Pensacola, Savannah and Charleston and other ports are to share liberally in overseas traffic that formerly was jammed thru New York, Philadelphia and other Northern ports. It means greater commerce for the South; improvements of her waterways; increased demand for labor; millions more money for people of Dixie.

The South is surely coming into her own! Prosperity reigns everywhere. Cotton is selling for over 30c—three times as much as it did four years ago. Hundreds of thousands of soldiers are in Southern camps and aviation fields. Farmers are getting billions of dollars more for crops than the year before. Nearly half a billion dollars' worth of ships are under construction or contract in Southern ports. The Government is spending hundreds of millions of dollars for nitrate and powder plants and other enterprises in the Southern States. Dixie banks are overflowing with savings.

And while people have "money to burn," so to speak, in each Liberty Bond issue Southern districts have largely exceeded their quota—some by 200% to 600%.

No better time could be imagined for intensive advertising in the South. Good returns are sure if leading Southern newspapers are used to carry the message. A selected list of Southern dailies is printed below:

ALABAMA	GEORGIA (cont.)	SOUTH CAROLINA
Birmingham Age-Herald	Augusta Herald	Anderson Daily Mail
Birmingham Ledger	Macon News	Charleston American
Birmingham News	Macon Telegraph	Columbia State
Gadsden Journal	Savannah Morning News	Greenville News
Mobile Register	KENTUCKY	Spartanburg Herald
Montgomery Advertiser	Lexington Herald	Spartanburg Journal
Montgomery Journal	Lexington Leader	TENNESSEE
ARKANSAS	Louisville Courier-Journal	Chattanooga News
Little Rock Arkansas Democrat	and Louisville Times	Chattanooga Times
FLORIDA	LOUISIANA	Knoxville Journal & Tribune
Jacksonville Times-Union	New Orleans Item	Knoxville Sentinel
Miami Herald	NORTH CAROLINA	Memphis Commercial Appeal
Miami Metropolis	Asheville Citizen	Nashville Banner
Palm Beach Daily Post	Asheville Times	Nashville Tennessean and American
St. Augustine Record	Charlotte News	TEXAS
St. Petersburg Independent	Charlotte Observer	Beaumont Enterprise
Tampa Times	Concord Tribune	Beaumont Journal
GEORGIA	Greensboro News	Ft. Worth Star-Telegram
Albany Herald	Raleigh Times	Galveston News
Athens Banner	Rocky Mount Telegram	Houston Post
Atlanta Constitution	Salisbury Post	VIRGINIA
Atlanta Georgian and Sunday American	Wilmington Dispatch	Lynchburg News
Atlanta Journal	Wilmington Star	Petersburg Daily Progress
	Winston-Salem Journal	

[Prepared by Massengale Advertising Agency, Atlanta, Ga.]

pers are often painfully short—probably due to the fact that we cannot visualize the man at the other end of the wire and have a feeling of his being somehow unreal.

The first thing to teach your telephone salesmen, then, is that courtesy is an absolute necessity, first, last and always. The New York Telephone Company has a slogan, "The Voice with a Smile Wins"; and it is really amazing how much difference one can make in the effect his voice has on others over the telephone by a little conscious effort.

A real salesman is required for this type of work. The mistake is often made of assuming that because the prospect does not actually *see* your representative, a twelve-dollar office boy, or even the switchboard operator, can get results. This is not true. Not only must a real salesman be used, but his sales talk should be written out and memorized, so that there will be no stuttering and stammering in the awkward situation of talking to a stranger in the dark. If the sales talk is not memorized, the salesman should at least have a written outline of its points before him, so that he can make sure he is covering all of them. A telephone sales talk should always be boiled down to the briefest possible compass, with frequent opportunity for the party at the other end to put in his oar. Otherwise he is more than likely to hang up and leave the salesman talking on a dead wire.

KEEP A RECORD OF TELEPHONE SALES EFFORTS

Most vital of all is the matter of making a record of work done by the telephone salesmen. A large proportion of all the calls—especially when you are working systematically through the list of 'phone subscribers in one city—will result in a request to take the matter up a week or a month later; other people will reply decisively that they are not interested, which necessitates taking them off the list, and still others

will make appointments for personal calls. A card index, with each card recording one name, 'phone number, date of call and results, is usually the most satisfactory.

Such a card index, if prepared in advance and sorted alphabetically, also minimizes the likelihood that any person's name will be duplicated on the prospect list, subjecting him to needless additional calls. A New York stock and bond house has recently come in for a good deal of caustic criticism, due to its failure to guard against this possibility. It has been going in for telephone solicitation of orders very extensively, employing a number of salesmen, and evidently getting its prospect list by copying the names of officers and stockholders of numerous corporations. No attempt has been made to eliminate duplicates, with the result that some investors, whose names occur in the lists of several corporations, are also recorded on the list of this stock and bond house repeatedly, and are fairly being hounded by its solicitors.

One business man told the first representative of the company who called him that under no circumstances would he buy except through his own permanent connections. He, therefore, asked the solicitor to take his name off the prospect list, and the latter promised that this would be done. Next day this investor was interrupted in an important business conference by a 'phone call from a second representative of the bond house, who professed to be entirely ignorant of the first man's call and promised that the investor would not be bothered any more. He, too, said the matter would be attended to, but it wasn't. The investor was interrupted at the dinner-table—he was summoned from the golf links—he wasn't even allowed to take refuge in his country home without being obliged to go to the 'phone and assure some affable young man that he *didn't* want to buy a hundred shares of Umptythump Preferred. As he

is represented on the lists of some sixty or seventy corporations altogether, he has no hope of being freed from the nuisance until he had been called that many times—unless his strongly worded protests to the manager of the bond house cause that individual to wake up and realize what quantities of ill will he is sowing in this careless fashion.

A telephone salesman not only needs a courteous manner, but a strong, clear, pleasant voice and the knowledge of how to use it so that people can hear what he has to say. He also needs a sense of humor if he is to know how to take some of the replies he will get. If, for instance, you pick the name of Smith out of the telephone directory at random, call your number and ask for "Mrs. Smith," a large percentage of your responses will assert that there is no Mrs. Smith, with comments ranging all the way from emphatic jubilation over that fact to the invitation (if the "salesman" is a lady) for the caller to become Mrs. Smith forthwith. The writer was once a member of a telephone sales squad and called several men, only to learn that the individual called had died since the telephone book was printed. In one case he was told by a subdued female voice (presumably a servant) that the gentleman was not at home; he was doing three years in the penitentiary, and you'd better call later!

Tact is also needed in cases like that of the salesmen working for an auto supply house which has a novel sales method. This company keeps watchers constantly on duty by the roadside along a boulevard which bears much auto traffic. When a car passes with tires which are badly worn, the observer writes down the license number and 'phones it to the main office. There a salesman inquires, also by 'phone, from the Department of Motor Vehicles and gets the name and address of the owner of the car. A little later he is

called up and the suggestion is made that he buy new tires. Such a sales talk has to be tactfully handled if it is not to result in a curt request for the salesman to "go to blazes."

Really expert telephone salesmen are rare enough so that they sometimes go from one business house to another, putting on short, intensive sales campaigns for each, training the house employees in the art of using the 'phone and creating leads for the house salesmen to follow up later at their leisure. It is surprising how many prospects a good telephone canvasser can dig up with no other assistance than that of Central with her well known "Numbrrrrpleez!"

In a Chicago campaign on pianos a salesman sat down and called 100 numbers taken entirely at random from the book. Sixty people answered their 'phones, of whom thirty already owned instruments. Of the other thirty, no less than ten expressed so much interest in buying that they could be classified as good, live prospects, well worth a personal call. Women, by the way, usually do much better in telephone selling than men. This is particularly true when housewives are the prospective customers, the woman apparently feeling that she is less apt to be cheated by one of her own sex than by some scheming male creature. Moreover, a husband sometimes shows keen resentment if his wife is called on the 'phone by a male salesman, and, conversely, a woman salesman has poor luck in selling something where the wife needs to call the husband into consultation before buying. Mrs. Smith very often feels that she had better think twice before permitting this young person with the honeyed accents to talk to dear John.

BE SURE FIELD IS RIGHT FOR SALES BY TELEPHONE

The limitations of telephone salesmanship are fairly obvious, and much more so than are its possibilities, until you begin to

try it out systematically and thoroughly. In fact, the possibilities of this form of sales effort are only to be developed through careful study of your field. In New York City there is a prosperous fruit market which owes its very existence to the knowledge displayed by a solicitor for the telephone company. He persuaded the Italian owner of a little "lean-to" fruit-stand alongside a big building to install a telephone. Two days later he happened by, and the Italian leaped out and clutched his arm with an indignant demand that the 'phone be taken out right away. It hadn't rung once in forty-eight hours! The solicitor didn't want to give up the ship so easily. He inquired the prices of half a dozen kinds of fruit, picked up a bunch of empty paper bags and, selecting a dozen names of telephone subscribers in the immediate neighborhood, he called them up one by one and in glowing terms described the qualities of the fruit he had for sale. Wouldn't they like some? Several of them would, and he noted the name and address of each customer on a separate paper bag. He showed the Italian his orders, and suggested that a boy with a wheelbarrow be hired to deliver the fruit and collect for it, which was done. The owner of the stand caught the idea, and it was not many weeks before he proudly informed his friend, the solicitor, that business was so good he was going to move into a real store, with "da plata glassa window" and doors!

While this illustration may be regarded as insignificant, the principle behind it is not. For those businesses to which it is adapted, the careful, systematic and intelligent use of the telephone in sales effort is a powerful factor in the reduction of selling cost and the increase of volume. As such, it is worth the careful study of every business man really interested in getting his sales plan on the soundest basis possible.



BIRMINGHAM LED ALL CITIES IN THE UNITED STATES IN ITS CLASS (150,000 to 250,000 POPULATION) IN OVERSUBSCRIPTION TO THIRD LIBERTY LOAN BONDS (186%).

When You Think of the South

The most prosperous section of the United States,

Think of Birmingham, Alabama

The most prosperous city of the South, population now 215,000 and growing.

WHEN YOU THINK OF BIRMINGHAM, the Geographical, railroad, manufacturing, financial and business center of Alabama,

Think of The Ledger

The great home paper of Birmingham, six days, evening, 3c per copy. More than 95% home delivered.

Circulation More Than

40,000

and growing.

Write THE LEDGER for full information about the greatest field of opportunity in the South.

THE BIRMINGHAM LEDGER COMPANY,

BIRMINGHAM, ALABAMA

James J. Smith, Publisher.

THE JOHN BUDD COMPANY

Advertising Representatives
New York—Chicago—St. Louis

Member of the Audit Bureau of Circulations.

Advertising Confers No Unfair Advantage in Trade

Federal Trade Commission Misunderstood in Coca-Cola Complaint

OFFICIALS of the Federal Trade Commission disclaim any attempt to impute to advertising an ability to confer an unfair advantage in trade. Or, to be a little more specific, it may be put this way—that the Trade Commission combats the assumption of some advertising men that it is indicting advertising merely because the advertising is extensive and overshadows rival effort.

That the Trade Commission should at this juncture need to give assurance that it is not looking with suspicion upon advertising in general is due to an erroneous but widespread impression which has been created in connection with certain complaints recently ordered by the commission. Chiefly responsible for the misconception, apparently, is the summons to "cease and desist" from certain trade practices, which has lately been served upon the Coca Cola company. The complaint follows, it may be added in parenthesis, the collapse of long-drawn effort to bring about a compromise or "consent" decree in this case.

In registering its objection to the "rebate proposal" and other features of the Coca Cola sales system to which it takes exception, the Federal Trade Commission made not inconspicuous mention of the fact that the respondent "has at all times carried on and maintained an advertising campaign upon a large and extensive scale." This was sufficient, judging from letters of inquiry reaching Washington, to inspire an uneasiness on the part of some advertising men lest the Trade Commission was coming to regard extensive advertising as an instrument in restraint of trade and to class it with those other forms of trade strategy the effect of which is charged to have been, in the Coca Cola instance, to induce jobbers and retail merchants or dispensers to restrict their orders to

Coca Cola, excluding, for the most part, competitive brands.

The attorneys at the Federal Trade Commission who handled the Coca Cola case declared to the Washington correspondent of *PRINTERS' INK* that the references to advertising in the case have not the significance that has been attributed to them. It is pointed out that mention of the advertising was made incident to a recital of the ways and means employed by the company to create and maintain that large consumer demand in the United States and foreign countries which has made it possible for this particular manufacturer of soft drinks to monopolize many distributive outlets.

The logic at the Trade Commission seems to be that the Coca Cola advertising campaign has been largely responsible for creating a consumer demand so extensive that numerous dealers are virtually required to handle the widely exploited syrup and that retailers thus under compulsion to carry the line are especially susceptible to the pressure that the company might see fit to bring to bear to compel or persuade a stocking of Coca Cola to the exclusion of all other brands. However, enumeration of advertising as one of the underlying causes of a condition that invites trade abuses, it is pointed out, is very different from casting reflections upon advertising as such. As well might it be said that the Trade Commission has gone on record in this Coca Cola case as opposed to all forms of quantity discounts when, in truth, the objection is only to a rebate upon cumulative purchases that is not accounted a legitimate discount for quantity.

Joins Cleveland Agency

John S. King, formerly with the Farar Advertising Co., of Pittsburgh, has joined the force of, the Carpenter-Webbe Co. Advertising Agency, Cleveland.

Circulation

Plus

Service

Equals

Maximum Results

THE Los Angeles Examiner leads its nearest contemporary, selling at the same price, by 9,000 Daily and by 50,000 Sunday. The last official statement showing—

	Daily	Sunday
Examiner	74,136	158,841
2d Paper	65,017	107,769

The Los Angeles Examiner is glad to aid advertisers in securing distribution, or agents; in calling attention of the trade to impending campaigns, so that dealers may carry stock; to facilitate salesmen by furnishing information. It does not recommend one product over another, or secure orders for goods. The Examiner's greatest service is presenting, in its advertising columns, announcements to the largest number of buying homes in Los Angeles.

The Los Angeles Examiner is first on the list among U. S. newspapers in the cost of returns with a number of advertisers using keyed copy. It has on file letters of appreciation of results obtained from food manufacturers, automobile concerns, mail order houses, etc. Results are inevitable when using the Examiner.

Circulation + Service = Maximum Results in

Los Angeles Examiner

M. D. HUNTON
American Circle Building
New York

E. C. BODE
Hearst Building
Chicago



Follow these Americans to CANADA

Trainloads of "Americans" are moving to Canada. They are bringing their families, their money, their "household gods" and a penchant for the things they bought and used "back home." So the United States Manufacturer marketing his goods in Canada finds a large body of people who only require to be reminded that, although now living

(From a Staff Correspondent.)

Calgary, March 25.—"It will be an avalanche!" This was the answer I received on inquiring this morning as to the prospects for immigration in Alberta in the present season. The experience of the last two seasons, and what is already seen this year, would appear to justify the optimism expressed. In 1916 C. P. R. land sales exceeded those of 1915 by 3,000,000 acres. Those of 1917 exceeded the 1916 record by 6,000,000. The C. P. R. land office was so thronged this morning with prospective buyers that the place looked like a section of the Union Station at Toronto at Exhibition time.

Immigration From United States.

"Who is buying the land?" The answer to this question was in line with what I had previously been told at Winnipeg by Mr. Vere C. Brown of the Bank of Commerce. A large number of people already established in the West are increasing their holdings. Most of the newcomers are Americans. All those seen this morning were from across the lines—California, the Middle West and New England. And a mighty fine-looking lot they were. Not a man among them that could not look you in the eye and not a droopy shoulder in the lot. They actually "smelt of money," and their whole appearance indicated ability to produce largely, and produce at

The Newspapers of Canada

ing his goods in Canada lines a large body of people who actually "smelt or money," and their whole appearance indicated ability to produce largely, and produce at

The Newspapers of Canada

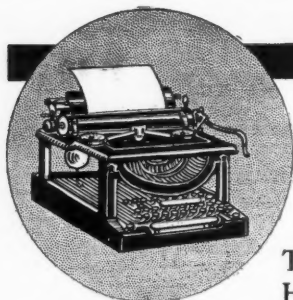
Newspapers form the backbone of advertising in Canada. Just glance at the names of the cities below—14 cities with populations ranging from three-quarters of a million to twenty-one thousand, a total of over two million. They can be reached thoroughly through the twenty-four papers here shown, which have an aggregate line rate (based on 5,000 lines) of \$1.50 per line. No better or more concentrated media anywhere in the world. The aggregate buying power of this two million circulation can be harnessed for \$1.50 per line. Do it NOW.

Any newspaper in the list below will be pleased to receive and answer fully, your inquiries regarding the actual and potential market for your goods among their readers.

City	Population	Publication	City	Population	Publication	City	Population	Publication
Halifax	53,000	HERALD & MAIL	Toronto	525,000	GLOBE & EMPIRE	Regina	26,105	LEADER
St. John	55,000	STANDARD			MAIL & NEWS	Saskatoon	21,054	PHOENIX
Quebec	100,000	TELEGRAPH			STAB			STAR
Montreal	750,000	GAZETTE	London	60,000	ADVERTISER	Calgary	56,302	ALBERTAN
		STAB			FREE PRESS	Edmonton	53,794	HERALD
Ottawa	101,795	CITIZEN	Winnipeg	225,000	FREE PRESS	Vanouver	97,995	BULLETIN
		JOURNAL			TRIBUNE	Victoria	45,000	SUN
		DAILIES (M&E)						COLONIST

NOTE—This advertisement is one of a series of twelve, all of which contain valuable information and data on Canada under war conditions. They have been prepared in portfolio form. Any of the newspapers named above will send you a portfolio free upon application. Write for it.

Prepared by SMITH, DENNE & MOORE, Limited, Advertising Agency, Toronto and Montreal



Industrial Hartford

The manufactures of Hartford for the past year totaled approximately over \$50,000,000. This embraced products from Typewriters to Automatic Machine Guns, requiring thousands of the highest type of skilled labor.

The HARTFORD COURANT

Hartford's only daily morning newspaper is the news informant for this Industrial Hartford territory. These people are large buyers of necessities and luxuries as well.

The "Courant" covers this rich field. Guaranteed daily paid circulation of over 21,000—Sunday over 24,000.

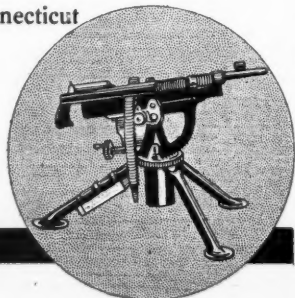
The Hartford Courant

Hartford, Connecticut

Foreign Representatives
Gilman & Nicoll

New York
World Bldg.

Chicago
Tribune Bldg.



New Price-Standardization Measure Probable

Stephens Bill to Be Supplanted So That Federal Trade Commission May Pass on Producer's Right to Name Resale Prices

AS a sequel to the recent action of the Federal Trade Commission with respect to resale price fixing, a new or rewritten Stephens Bill will be introduced in Congress. The new measure will differ from the proposal that has, these past few years, attracted so much attention in advertising circles.

It will give manufacturers or producers of trade-marked goods the right to fix prices for resale, subject to the approval of the Federal Trade Commission. By this revised plan, in other words, a Governmental agency would be installed in a censorial position over private price-fixing, to pass upon the reasonableness of the prices fixed and the fairness of the profits taken.

While it is well within the facts to say that this revision of the Stephens Bill will come as a sequel to the Trade Commission's warning that it will serve complaints upon all price fixers, the new turn of affairs cannot be attributed wholly to the decision of the Trade Commission to follow the Federal courts in discouragement of price maintenance. Rather should it be said that the conclusion of the Trade Commission that the law as it now stands allows no loophole for price regulation has brought about a change in the prescription for a legislative remedy that has been in contemplation for some time past.

Representative Stephens, author of the Stephens Bill, tells the Washington correspondent of *PRINTERS' INK* that he has been cognizant for some time past of the existence in Congress of a strong sentiment to the effect that price fixing by private interests should not be legalized without check by some Governmental agency upon the prices thus fixed. While Congressman Stephens has

never been able to bring himself to believe that there is any real danger in giving manufacturers free hands in price fixing, he had come to realize that many of his colleagues were dubious regarding unrestrained price fixing. These misgivings had increased rather than diminished incident to the attention that has been focused upon the whole issue of price fixing under the present war conditions. So manifest has been the state of mind in Congress, that Representative Stephens has been all but convinced for some months past that the Stephens Bill could not pass in its present form.

HASTENED BY CHESTER KENT DECISION

The realization on his part that changed conditions counsel the introduction of a substitute for the familiar Stephens Bill was quickened when he heard of the attitude disclosed by the Federal Trade Commission in disposing of the first of the price-fixing cases now before it—the case of Chester Kent & Company, already reported in *PRINTERS' INK*. Commissioner Fort, the member of the Commission who has charge of all price-fixing cases, in a statement dictated at the time the order was issued against the Boston manufacturer of proprietary and patent medicines, said: "The Stephens Bill which is now in Congress, in the estimation of many business men and others, is thought to be broader than it should be." In private conversation Commissioner Fort made it clear that the excess of latitude he had in mind was to be found in the absence of any provision for the exercise of Governmental power for protection against unfair prices.

In his expressions on the sub-

ject, public and private, Commissioner Fort has carefully refrained from intimation that the supervisory or regulatory power over fixed prices should be vested in the Trade Commission as he has been similarly tactful in disclaiming any intention on the part of the Trade Commission to take the initiative in pointing out to Congress how resale price fixing might operate equitably if properly safeguarded. However, Congressman Stephens in planning a redraft of his Bill has been quick to concede that the Federal Trade Commission is the logical quarter in which to place that control that would give to resale price fixing the dignity of what Commissioner Fort designates "a fair method of competition."

In the estimation of Congressman Stephens, the experience and facilities of the Federal Trade Commission for investigating cost of production in all industrial fields renders it inadvisable to consider any other Federal arbiter of fixed prices. It has been upon the basis of the findings of the Trade Commission as to production costs that the Government has fixed the prices of foodstuffs such as wheat, sugar, etc. No less in time of peace than in time of war will cost of production afford a gauge as to the fairness of a retail price and the equitability of the profits taken.

It is not the expectation of Congressman Stephens that, in the event that his new idea prevails, it will be necessary for every maker or distributor of goods who fixes a standardized price to submit that price, with recital of all the factors that have entered into its determination, for the approval of the Trade Commission. His expectation is that in the great majority of cases of fixed prices no question would ever be raised with respect to the justice and consistency of the price named. However, the authority that it is proposed to confer on the Trade Commission would afford recourse for the retailer or ultimate consumer who felt that the price imposed was

not warranted by the cost of production and the legitimate expenses of distribution.

Discussing for PRINTERS' INK the new developments in the price maintenance situation, Congressman Stephens said: "The ruling of the Federal Trade Commission based upon the anti-trust law as applied to price maintenance has created a situation where it appears to be necessary that some sort of legislation be enacted at once, although it is impossible to do so at this session owing to the press of war legislation.

"However, the question of price is so closely related to the successful conduct of the war that it seems that legislation looking to some sort of price maintenance is going to become a more pressing need every day. It is quite apparent to anyone that had not the Federal Government interceded in the matter of price regulation in many of our standard products there would have been no limit hardly to the heights to which prices would have gone before this time. Bread would now be almost prohibitive. So would steel and other products that have been affected by the influence of Government action.

"What the country needs now more than anything else is a settling down of prices to a uniform basis. This can never be done until there is some sort of legislation looking to the legalizing of resale prices by the producers with a view of preventing the wildest speculation in the field of distribution. That has been the purpose of the Stephens Bill which has been before Congress for several years.

"The opponents of this measure have always contended that it would not be to public interest for producers to enter into contact with distributors for the resale of their products without some sort of Governmental supervision. Generally speaking, so far as I was personally concerned, I was always opposed to any legislation that contemplated the fixing of prices by law in times of peace. To me such a scheme is

impractical. However, I have come to the conclusion that there is a way around this objection of my own as to the impracticability of Governmental influence in price fixing, and the objection of the opponents of the Stephens Bill on the ground that it gives too much power to the producer, and that way is this: Pass a simple statute merely legalizing a contract made between the producer and the distributor for the resale of the producer's product at an agreed price and then protect the consumer by empowering the Federal Trade Commission to review the price upon complaint of a consumer.

"Such a law as this in my judgment would have a tremendous effect in stabilizing prices where the Government does not care to take the responsibility in fixing them, and at the same time it will protect the consumer from unfair prices because the consumer always would have the Trade Commission at hand to pass upon the question whether or not the prices were fair. If there is no complaint as to the fairness of the price, then there is no Government interference. I shall probably introduce such a bill as this and submit it to the Trade Commission for its consideration as to its practicability and fairness to all parties concerned."

Not the least significant feature of the plan of Congressman Stephens, as outlined in the quotation in the preceding paragraph is found, of course, in the proposal to submit the new bill for the criticism of the Federal Trade Commission. Seemingly this action ought to have the effect of persuading the Trade Commission to disclose forthwith its ideas as to proper legislation on price fixing without waiting for a formal request by resolution of Congress. The appeal just made to Congress by the Trade Commission for special legislation to curb commercial bribery also encourages the hope on the part of some persons that the Trade body may find a way to bring this price-fixing matter to the attention of Congress if any opening whatever is afforded.

The **LOS ANGELES Evening Herald**

Supreme in its Field

With a total net paid circulation of

137,707 Copies

As shown by Government statement and report submitted to the A. B. C. for the half-year ending April 1st.

The Evening Herald guarantees that its net paid circulation is greater than that of any other Los Angeles daily paper, and is many thousands in excess of both afternoon contemporaries combined.

FIRST IN CIRCULATION FIRST IN ADVERTISING FIRST IN EVERYTHING

Representatives:

E. C. Trowbridge
347 Fifth Ave.
New York

G. Logan Payne
1233 Marquette Bldg.
Chicago

Let the Sales Manager Have His Own "Trial Horse" Territory

Helpful Discoveries of One Sales Manager

A. H. Deute

Of Vogan Candy Co., Portland, Oregon

THE new sales manager, not being familiar with the candy manufacturing and wholesaling business, realized, when he took hold of the selling end of this particular factory that a knowledge of what would sell and how best to sell it required investigation.

He realized that sitting at his desk, writing "ginger" letters, dealing with enthusiasm and generalities, would not really develop the business.

So he made for himself a little territory in the city in which the factory was located, where he spent half of his time. The other half of his time he devoted to making use of the day-to-day, up-to-the-minute facts which he gathered.

To the trade upon whom he called he was simply a new salesman, working the trade at regular intervals. He arranged his territory to include every kind of retail store that handled candy—little grocery stores, confectionery stores, drug stores, cigar stores, stores across the street from schoolhouses—wherever candy was sold.

There were two separate and distinct angles to his outside work, apart from the importance of showing good business to demonstrate to the other men that he knew what he was about. The first thing was to learn what class of goods was selling best. The second was to work so closely with the retailer that the best way for the retailer to sell these goods could be found out and passed on to the entire sales force.

With that idea the outside work was undertaken, but as it progressed it developed many other angles and this sales manager found out a great many things which were not only new to him,

but also very valuable to his house.

The first thing it did was to make him "solid" with the force. It is unusual for a sales manager to be from day to day one of the most successful salesmen on the force. Many managers have great records from past years, but here was one who asked his men to come along instead of telling them to go out and "eat 'em alive." This did away with the usual antagonism which results when a new sales manager takes his place among an old sales force. The men could not do less than try to equal his work. Right from the start, therefore, getting out and working a general territory proved the most successful way to spur on the force as a whole. This "by-product," as it were, was the most important result of "hitting the trade."

AN ADVANTAGEOUS CHANGE OF PRICE AND QUANTITY

Another and entirely distinct benefit came as a result of constantly watching to see what kind of candy people wanted—and to note in what quantities it was purchased. For instance, wrapped chewing candy may be taken for illustration. The custom among factories was to make pieces running about sixty to the pound and the price to the dealer was 22 cents a pound. The dealer, against his better judgment, was selling them two for one cent, getting only 30 cents a pound. Because many of these stores had much trade among children, who insisted on getting two pieces for one cent, the great majority of dealers were handling this candy without fair profit. This condition led the factory to produce a new line of "chews" running seventy-five pieces to the pound, for

(Continued on page 97)

Announcement
Prairie Farmer's New Rate
70 Cents Per Line Flat



ON account of increased circulation and more service rendered the advertiser, an adjustment of the advertising rate becomes necessary at this time.

Notice is hereby given that the rate will be 70 cents a line flat after September 1, 1918. Circulation guarantee 120,000 total—90,000 in Illinois—95 per cent NET PAID.

Present contracts on our books calling for specific insertions of copy will be carried out at the old rate.

No Reservations Can Be Accepted—Agents who have estimates out for future business (after September 1st) will please take notice and notify their clients to change estimates to conform to this new rate.

Inside pages 760 lines. Back cover pages 784 lines. Agency commission 13%. Cash discount 3% for payment by the 10th of ensuing month.

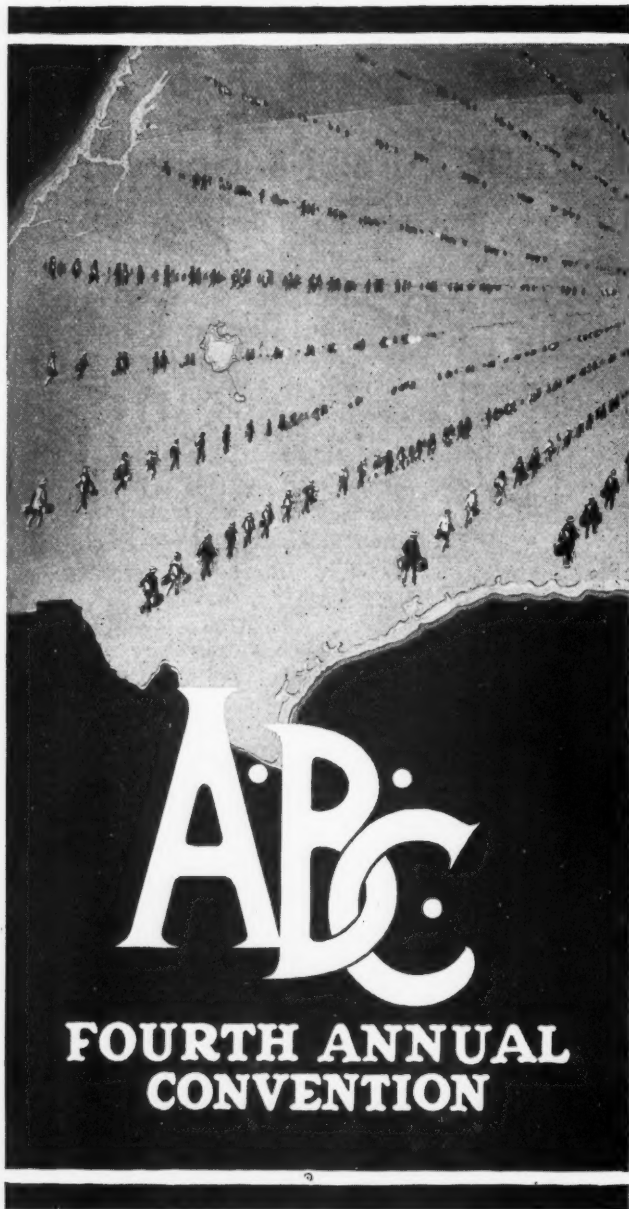
All previous rate cards and announcements concerning rates are hereby automatically cancelled.

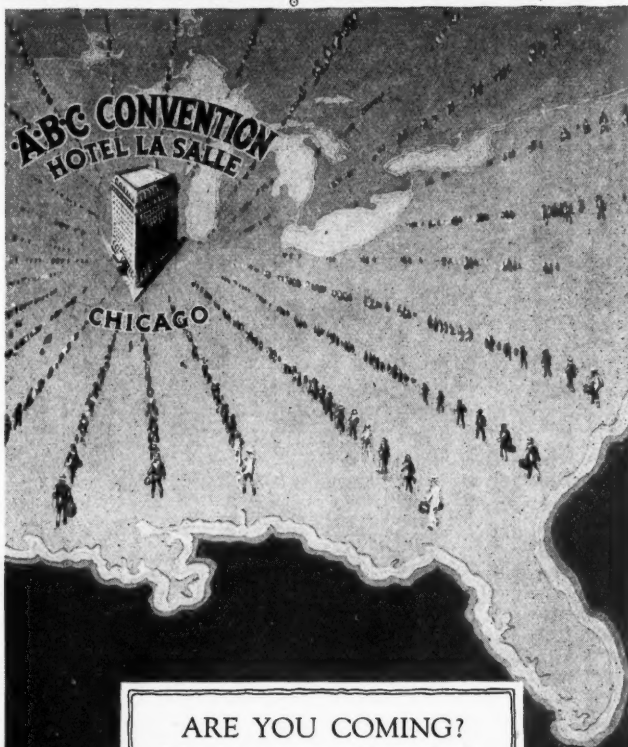
Yours sincerely,

PRAIRIE FARMER PUBLISHING CO.

BURRIDGE D. BUTLER, President.

Chicago, April 26, 1918





ARE YOU COMING?

IT will be a great week in Chicago, June 5, 6, 7 and 8th for Advertisers, Agents and Publishers—and for Sales Managers too.

The Semi-Annual Convention of the Association of National Advertisers will occupy the first half of the week.

The Annual Convention of the Audit Bureau of Circulations will be in session on the 7th and 8th.

The big banquet of both organizations will be held on the evening of June 7th at the Hotel La Salle. Speakers of national importance will address this gathering.

But the main attraction will be the business meetings of these organizations.

If you cannot be there yourself, send a worthy representative or be present by proxy.

AUDIT BUREAU OF CIRCULATIONS
15 East Washington Street
Chicago



FORT WORTH STAR-TELEGRAM PRESENTS CIRCULATION OF TEXAS NEWSPAPERS

As shown by statement made to the Government and filed with the Post-office Department, showing increase or decrease during the past 6 months

Newspapers—	Apr. 1, '16	Oct. 1, '16	Apr. 1, '17	Oct. 1, '17	Apr. 1, '18	Change in Last 6 Months
DALLAS NEWS.....	49,464	50,431	30,398	35,848	62,915	Gain 4,067
FORT WORTH STAR-TELEGRAM	40,948	44,102	47,005	50,601	56,936	6,335
HOUSTON CHRONICLE.....	38,961	40,026	40,184	44,663	45,703	4,040
DALLAS TIMES HERALD.....	32,561	33,461	37,251	38,131	41,283	2,132
DALLAS MORNING NEWS.....	32,561	33,461	37,251	38,131	41,283	2,132
HOUSTON POST.....	32,561	33,461	37,251	38,131	41,283	2,132
SAN ANTONIO EXPRESS.....	29,076	24,620	25,532	29,772	34,569	4,827
EL PASO HERALD.....	18,704	24,447	25,830	27,311	28,370	941
SAN ANTONIO LIGHT.....	18,930	20,990	20,300	21,892	26,381	4,388
SAN ANTONIO TRIBUNE.....	22,294	23,985	24,662	25,872	28,517	2,645
FORT WORTH RECORD.....	13,207	18,483	20,591	22,753	25,393	2,640
EL PASO TIMES.....	15,382	15,563	16,648	17,029	18,980	1,931
BEAUMONT ENTERPRISE.....	15,382	15,563	16,648	17,029	18,980	1,931
AUSTIN AMERICAN.....	15,382	15,563	16,648	17,029	18,980	1,931
AUSTIN NEWS.....	15,382	15,563	16,648	17,029	18,980	1,931
GALVESTON NEWS.....	15,382	15,563	16,648	17,029	18,980	1,931
AUSTIN STATESMAN.....	15,382	15,563	16,648	17,029	18,980	1,931
GALVESTON TRIBUNE.....	15,382	15,563	16,648	17,029	18,980	1,931
WACO TIMES HERALD.....	15,382	15,563	16,648	17,029	18,980	1,931
TEMPLE TELEGRAM.....	15,382	15,563	16,648	17,029	18,980	1,931
STAR-TELEGRAM SHOWS GREATEST GAIN OF ANY PAPER IN TEXAS DURING PAST SIX MONTHS						

Net paid average for March, 1918..... 82,445
 Net paid city and suburban for March, 1918..... 27,740
 Net Paid Average for April over City and Suburban Circulation is GREATER than the GROSS CIRCULATION (CITY, SUBURBAN AND COUNTRY) of any other Fort Worth newspaper..... 64,000
 No premiums, no contests, JUST A NEWSPAPER with the kind of circulation that brings maximum results to the national advertiser.
 Include the Star-Telegram in your next list.

NOW OVER 60,000 DAILY AND SUNDAY. SECOND PAPER IN TEXAS

Member A. B. C.

AMON G. CARTER, Vice-Pres. and Gen. Mgr.

25 cents a pound. The pieces were only a trifle smaller and sold just as readily at two for one cent. In fact, because the trade could push the sale of this candy, many more were sold at two for one cent than in the case of the sixty-count kind. But the dealer now got $37\frac{1}{2}$ cents a pound, which showed him a nice profit, based on a 25-cent cost, while the manufacturer, at but little added expense, got three cents a pound more. Here was an important seller developed into a profitable line, both for the retailer and the manufacturer, as a result of close contact by the sales manager.

In the same way, practically the entire line was remodeled and the house soon became known as a house which had a line which merchandised well. As case after case was discovered and the line made to conform to the interests of the various people who handled the goods, each salesman would get an explanation, properly worked out, of the new way in which the goods were made, with details as to how it would profit the dealer. Naturally, sales jumped tremendously.

The salesmen, instead of calling on their trade in the customary manner, were able to come in each visit with several new ideas, all made to conform to the dealer's requirements. The salesmen were enthused because they had something good to talk about and the dealer was glad to listen because he was hearing about a way to make more money on candy.

The actual store experiences, acquired in a heart-to-heart talk with this small dealer or that one, were taken each day and, in the quiet of the sales office, were threshed out with the superintendent, properly developed and then turned into business-getting candy, which could be sold in a constructive way.

To-day the entire line is sold in this fashion and this factory manages to keep just a little ahead of competition by being the one which usually comes out first with the most marketable lines.

Man for man, the sales force is

a better sales force because they have come to look for helpful selling information which they can use to develop business. The weekly bulletins to salesmen (and there are generally eight or ten of them) have very little to say about "ginger" and "determination" and the "do or die" spirit, but they are full of meat and sound facts which the men can use to sell goods. These selling helps, sent out from the house, have so appealed to the salesmen that at the present time a good proportion of the suggestions for new items or for better ways to market old items are coming from the individual men and proper credit is given for this kind of constructive work.

SIFTING OUT CREDIT MISINFORMATION

There has been a third and equally important development. In former years, Saturday afternoons used to be meeting times when all the salesmen who could possibly get in would be on hand and hold a general loafing and indignation meeting. The credit department would usually be condemned as the greatest crime against the fine art of selling goods.

The sales manager in the field ran into this situation and it hit him squarely. One day he was astonished to find a couple of orders on his desk, marked "Cancelled." He investigated and found that both accounts were behind and the credit department had shut down. If he hadn't been sales manager he would have "gone for" the credit man. As it was, he stopped to think.

A meeting with the credit man on the subject revealed the fact that there were quite a number of orders turned down. The next day, instead of discussing the selling of candy with his customers, he began to talk about credits. He was surprised to find that when a man is off the road for a few years the matter of credits assumes an entirely different appearance. It also proved true that the retailers in some lines of business have a very poor conception of the

theory of credits and of the importance of paying up. Conversation on this subject with a score or more of dealers demonstrated the fact that the great majority of small dealers feel that a house which hesitates to carry them after a certain time is not "trusting" them. These dealers feel that a manufacturer who asks for his money when due is afraid he is dealing with dishonest people, and they resent this. The average manufacturer's and jobber's salesman feels the same way about it, unless he has been expressly taught otherwise.

The third discovery this sales manager made when working the trade was that the great majority of retail merchants and the great majority of salesmen do not understand the attitude of the average manufacturer toward credits—also that the average credit man is so close to the technical end of collecting accounts that he overlooks the importance of the right attitude by the salesmen.

It was found that nine retailers out of ten took an entirely different viewpoint and became much more prompt in payments when they were taught that a factory is not a bank, that when the dealer takes advantage of one per cent cash discount in ten days he is really making thirty-six per cent annual interest on his money. When the dealer was shown that insisting on prompt payment was not caused through lack of confidence in the man personally, but that it was the best thing that could happen to him when he was compelled to pay promptly, the hard part of the salesman's work on the collection end was eliminated.

This resulted in the credit man devoting some of his time each day in teaching the sales force the reasonableness of the theory of collections, with the result that as the salesmen began to appreciate the situation they commenced explaining it in its true light to the trade and bad accounts became less and less frequent.

Summing it up, the development by this sales manager of a "trial

horse" territory resulted in three discoveries which made money for the house: (1) It enabled him to gain the respect and confidence of his men in a way which was conclusive and compelling; (2) it enabled the house to develop its line so that it could give the trade what it ought to have and what it could sell readily and reorder; (3) it brought about a feeling of understanding and co-operation between the credit department and the sales department, which took the sting out of the work of collecting money and enabled the house to collect promptly with the minimum of friction, unpleasantness and loss.

Getting Boys Interested in the War and Goodrich Tires

In conjunction with its bicycle tire campaign in national mediums, the B. F. Goodrich Rubber Company, Akron, Ohio, has issued a booklet entitled "The Boy's Part in the War." There are suggestions on ways of earning money for the purchase of War Saving Stamps, camping hints, a section on "How to Earn Money with the Bicycle" and another on "The Use of the Bicycle in War." The booklet deals at length with the U. S. Boys' Working Reserve and the part boys can play in harvesting the crops. Tin foil is being collected for the Red Cross and it is pointed out that a determined effort in this direction on the part of a large number of boys will accomplish much good. There is an advertising feature to the book, of course, which has been placed with dealers for distribution among boys who ride bicycles.

Eley Goes to Chicago

A. R. Eley, who has been for some time an assistant of A. J. Kobler, manager of Hearst's *American Weekly and Pictorial Graveure*, has been appointed manager of the Western office, with headquarters in Chicago.

Burch an Officer of Clyde Cars Corporation

A. C. Burch, of Detroit, has resigned as president of the Signal Motor Truck Company to become vice-president in charge of sales of the Clyde Cars Corporation, Clyde, Ohio.

M. A. Hollinshead, formerly of Chicago, has been appointed advertising manager of the Saxon Motor Car Corporation, of Detroit.

Landers, Frary & Clark Capitalize on Kitchen Economy

Quick to Co-operate in Food Conservation Movement

By Henry A. Beers, Jr.

MR. HOOVER is proving to be the greatest giver of advertising cues in our history. In the rules of eating that he has been laying down the past year, not a few advertisers have seen their opportunity to prosper.

Mr. Hoover has been the creator as well as the taker away of markets. Intensive selling of foods immediately became bad form when our Food Administrator proved to the country the need of strict economy. But if there was dismay in some quarters, there was an awakening in others. Demands of economy in the use of food created a highly favorable state of mind among consumers for products like those of Landers, Frary & Clark who lost no time in tuning up their copy for food choppers, bread makers and churns to Mr. Hoover's keynote.

The company is now casting up accounts, at the end of several months' campaign conducted in harmony with the conservation movement.

"As near as we can figure," says Lewis Stephenson, the company's advertising manager, "the increased proportion of sales on bread makers, food choppers and percolators directly due to our advertising work is about 10 per cent."

As these three products are the company's greatest staple sellers, this increase is worth looking into.

But in considering their experience with this angle of appeal, it must be borne in mind that in using it they have had a real and logical tie-up.

For seventy-five years this house has been in existence, manufacturing cutlery. Included in that blanket head were such items as coat hangers, twine boxes, etc. Its great expansion, however, has come since about eighteen years

ago it put out its Universal food chopper and started to advertise it in a small way. The great home kitchen market uncovered and developed in pushing this article opened the way for subsequent additions of a similar character to its line, until to-day the items bearing the trade stamp Universal are innumerable.

HOW THE LINE GREW

Several years following the appearance of the food chopper the company put out its bread maker and built up a big success on it, in which advertising played its due part. These two successes were repeated by its coffee percolator, and this trio of items out of the vast line still constitute the biggest sellers the company has.

On the heels of these came its expansion into the electrical appliance field, with the coffee urn, the electric iron, etc. Still another line it took up later was the vacuum bottle and its ramifications. Just recently it has added a line of silverware which it plans to start to advertise in the fall. To-day there are several main divisions of manufacture and sales; the hardware and cutlery, electrical appliance, vacuum bottle, and silverware, each with its own sales manager.

But it can be seen, without going at any length into the gradual growth and spread of these kindred lines, that they all practically rose out of that food chopper and the market contact created for it through advertising, started almost a generation ago.


It is significant, then, that these early sellers, the chopper, bread maker and percolator, are still the items, featured most consistently in the company's advertising. It was through them that the trade-

ON May 15th the
Campbell-Ewald
Company will open a
Western Service Office
in Chicago at 1118
South Michigan Avenue

All schedules and
space contracts will
continue to be placed
by the Detroit Office

Campbell-Ewald Company
Detroit

NEW YORK, 347 Fifth Avenue
CHICAGO, 1118 S. Michigan Avenue



*That's Great !
~that's the kind of
printing we want !*

Satisfied, isn't he?

*And he is not the only
customer of the Charles
Francis Press who is
pleased with the quality
of work and the per-
sonal attention that he
receives.*

*As one customer so apt-
ly said: "Your service is
no small part of the sat-
isfaction we receive in
our dealings with you."*

PHONE CREELEY 3210
FOR REPRESENTATIVE

CHARLES FRANCIS PRESS
PRINTING CRAFTS BUILDING
NEW YORK

home can do as much to win the war as the khaki-clad soldiers in the trenches.

"Save the scraps and help our scrappers win for Uncle Sam."

Another card of similar import shows Uncle Sam raising a forbidding hand against a woman scraping plates into the garbage can. None of these cards have any advertising matter on it.

These window materials were distributed through the company's jobbers. A subsequent bulletin was mailed to 22,000 retail hardware stores, advising them to order them through their jobbers. In the course of the year since the drive started about 2,000 sets have been sent out. To get the window materials the dealer was required to order a dozen assorted pieces of the three articles of merchandise featured.

The national advertising that opened in the fall was built around the conservation and economy appeal. "Help Conserve the Nation's Rations," "Universal Weapons in the War Against Waste," "Conservation of the Nation's Food Supply Can Best Be Brought About by Universal Service in the Home," were sample captions, with some play on the trade name.

In some instances shadow drawings of soldiers were shown saluting housewives using the three products.

The idea, of course, is that the food chopper helps to utilize scraps; that home breadmaking is an economy and that the bread maker helps to attain assured results, while the percolator gets most out of a pound of coffee.

As the restrictions on the use of white flour increased, and the ruling went into effect last January that with so much white flour purchased a proportional amount of substitutes and alternatives must be bought, the need was anticipated for recipes and instructions to help the housekeeper learn to make war breads. Otherwise she might despair and let the commercial baker solve the problem for her. Or else she might do as a certain woman the writer knows

of (and how many there are like her may be a serious matter) who confided to neighbors that she thought she'd buy a pig to eat the alternative materials that she was piling up. She had to buy them, but she was making only white flour bread.

Therefore the company got out a folder giving directions for making war breads with its mixer, including potato yeast bread, cornmeal yeast bread, oatmeal yeast bread, rice and barley breads. This folder it is distributing through dealers and in answer to inquiries from its national advertising.

So successful was its fall and winter campaign, that the spring drive now running is a continuation of the same plan.

In addition they renamed their family churn, calling it a butter merger, and give it an equally prominent place along with the other three articles.

Carrying on the tie-up with the Food Conservation Board's activities, the spring window drive gives suggestions for windows, utilizing the posters on the subjects issued by the Government. In addition a new cut-out, a back piece for the window, has been printed by the company. This is a board, reduced reproduction of the Government's food conservation sign now on display all over the country—"Food will win the war—don't waste it." This cut-out is complete, even to the sign posts. This, with a new card and booklet on the butter merger, with the slogan "save the fats for fighters," constitute the added material put out to carry on the drive. The saving in fats is accomplished by merging a pound of butter with a pint of milk, making two pounds of lesser fat content.

At the same time large size magazine copy is running in women's small town and farm papers.

The whole campaign has been very simple. Its simplicity rests in the fact that it has a natural and obvious tie-up. There is nothing forced about it, and that may be largely why it has paid.

Red Cross Advertising Campaign Based Upon Heart Appeal

Through Newspapers, Magazines, Trade Papers, Posters, Car Cards and
Moving Pictures Is Carried in a Dramatic and Appealing Way
the Cry for Help That Comes from Across the Sea

By Frank Leroy Blanchard

THE "heart interest" appeal dominates the advertisements and the posters that are being employed in the campaign now being carried on to raise \$100,000,000 for the American Red Cross War Fund. Never has it been used in a more worthy cause or produced a greater effect.

It was quite evident to the national committee in charge of the publicity, of which George Fowler, of Colgate & Company, is chairman, that in order to secure the desired response a different appeal from that employed in securing subscriptions to the Third Liberty Loan would have to be used. In the latter campaign both copy and illustrations were based upon patriotic motives—love of country, devotion to the cause of liberty, and the desire to crush a foe that threatens the safety of home and nation. That the appeal was the right one is shown by the magnificent response with which it was received, over 17,000,000 people subscribing for Liberty Bonds amounting to over \$4,170,000,000.

In planning the Red Cross campaign the committee had to take into consideration the fact that for a month the public had been importuned for subscriptions to the Liberty Loan at church, in the the-

atre, on the street, in their homes and at their places of business, until apparently it had contributed all of the ready cash it had in its possession and had pledged itself to give further sums of money out of future earnings. To start a campaign to raise \$100,000,000 for the Red Cross right upon the heels of the great drive for the Third Liberty Loan seemed ill advised, and yet it had to be done, for the need of replenishing the fund to care for



The GREATEST MOTHER in the WORLD



Stretching forth her hands to all in need, to Jew or Gentile, black or white, knowing no favorite, yet favoring all.

Ready and eager to comfort at a time when comfort is most needed. Helping the little home that's crumbled beneath an iron hand by showing mercy in a healthy, human way; rebuilding it, in fact, with stone on stone; replenishing empty bins and empty cupboards; bringing warmth to hearts and hearts no longer rejected.

Seeing all things with a mother's sixth sense that's blind to jealousy and meanness; seeing men in their true light, as naughty

children—snatching, biting, better—but with a hidden side that's quickest touched by mercy.

Reaching out her hands across the sea to No Man's Land, to cheer with warmer comforts thousands who must stand and wait in smothered and crawling holes and water-soaked entrenchments where cold and wet bite deeper, so they write, than Roche steel or lead.

She's warning thousands, feeding thousands, looking thousands from her store, the Greatest Mother in the World—the RED CROSS.



Every Dollar of a Red Cross War Fund goes to War Relief



THE COPY THAT HAS THE BROADEST APPEAL IN THE
PRESENT CAMPAIGN

the wounded on the battlefields, to find places of refuge and provide food for the people whose houses and other property had been destroyed by the hoarse-throated guns of the enemy; to provide homes for the thousands of children who were made orphans by the inhuman Huns, became every day more and more insistent, and brooked no further delay.

What, then, could be done to stimulate the interest of the American people in the vitally im-

portant work of the Red Cross and enlist their generous financial aid? An appeal to patriotism would be productive of results, but only to a limited degree, because it had been worked to the limit in the Liberty Loan campaign. It was finally decided that the one masterful and irresistible motive upon which most of the copy should be based was heart interest.

Suppose he knocked at YOUR door



MANY PURSE STRINGS WILL LOOSEN AS A RESULT OF
READING THIS ADVERTISEMENT

There is probably not a father, mother, wife or other relative, who had loved ones at the front or under arms at home who could not be made to respond to the

cries for help that come to America from the battlefields, the hospitals and the prison camps of Europe.

But before making the great appeal to sentiment and generosity it was deemed advisable, through page advertisements appearing in the daily newspapers in the centres of population, to acquaint the public with the nature of the work performed by the Red Cross and to give it an accurate view of the organization itself.

From these it is learned, for instance, that there are to-day in the United States 3,351 chapters, 11,000 branches, 50 auxiliaries, 2,200,000 adult members, and a junior membership comprising a large proportion of the school children of the land.

Contrary to the general impression that the Red Cross confines its activities to the care of the sick and wounded in the hospitals that have been established in the war zone, this is only one branch of its work. It cares for the dependent families of sailors and soldiers; it operates a canteen service for troops en route; it provides food for prisoners in enemy countries; it furnishes relief in cases of disaster other than those

occasioned by war; it cares for the children in devastated countries; it teaches disabled soldiers self-supporting occupations; it reconstructs homes and villages, and it establishes recreation centers. One year ago \$110,000,000 were raised to carry on its work, every penny of which is accounted for in a report recently published for general distribution. The heavy expenses require the raising of a similar amount to continue its service during 1918-1919.

So much for the organization and what it is doing as set forth in its educational advertising.

Now let us glance at the other and, perhaps, more appealing copy which has been prepared under the direction of the publicity committee of the national organization, with headquarters in Washington, the Division of Advertising and the several district committees throughout the country. An examination of the advertisements shows that both writers and artists have a much better conception of what is required of them than they had during the first Red Cross campaign. To stir the emotion and unloosen the strings around people's pocketbooks requires something besides pretty pictures and bunches of weak-kneed sophistries. The illustrations must tell a story that is human, one that quickens the beating of the heart or brings tears to the eyelids' rim and the text must glow with feeling. The artists and the writers now realize the importance of these things more than they did formerly and have been guided by them in their work in this campaign.

Of all the advertisements that have been prepared the one that has been most in demand by publishers of magazines and class publications, according to the local committee, is the one headed "The Greatest Mother in the World." It's the illustration occupying the upper half of the advertisement that attracts attention and stirs the heart. It is the work of A. E. Foringer, the artist, and shows a matronly woman, in the garb of a Red Cross nurse, holding in her arms, like a mother holds a child, a miniature hospital stretcher upon which lies a wounded soldier. Her face reflects a noble character and her attitude is that of a parent toward her own little one whom she is tenderly caring for and protecting from harm. It is a picture that needs no interpretation, a picture that appeals to all, no matter what language they speak or what their position in life may be. The same illustration in poster form and printed in colors may be seen in the windows and upon the outer walls of many buildings in the business

sections of a large number of cities.

Of the more dramatic advertisements—those in which action is depicted—one of the best shows a wounded soldier, his face stamped with the agony of pain, knocking at the door of a house. He is seeking help, and the reader, his sympathy aroused by the pitiful figure, unconsciously looks at the door as if expecting to see it open and admit the wounded man to its hospitable interior. "Suppose he knocked at your door?" is the significant headline at the top of the page.



ONE OF THE POSTERS THAT HAS VERY WIDE CIRCULATION

The lesson to be drawn from the illustration is skilfully set forth as follows:

"Suppose he dragged his sorely wounded body to your steps and with his fast ebbing strength raised the knocker. We know what you would do. The best you had would be none too good. You would do all in your power to aid and comfort him. Not merely as a duty but with thankfulness that you could help. He is knocking at your door now; not in the flesh, perhaps, but none the less in reality because he is

Have You Stopped Advertising?

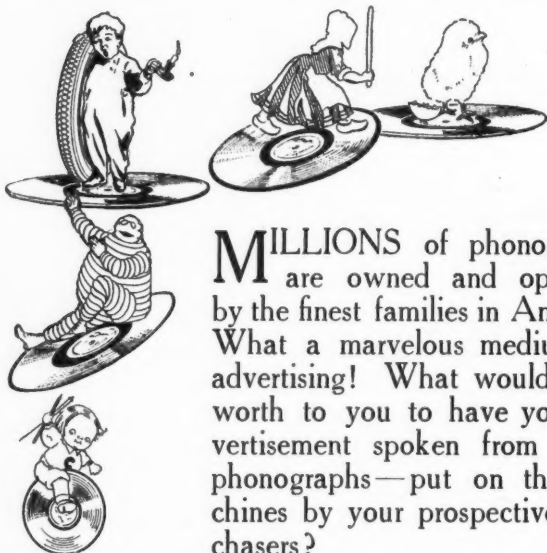
CAN you afford the risk of being forgotten —of having to start all over again after the War? Cut down your publicity—it is only right that you should—but do not stop it entirely. Do not let your trade forget you. Do not test the adage, "Out of sight, out of mind."

Reduced publicity means that every piece of advertising literature must hit the mark. Booklets, brochures and announcements must be prepared in a manner and style that will merit attention. In other words, they must be distinctive—this can best be attained by the use of an appropriate cover stock such as Velumet, the Cover of Distinction.

Advertising executives may have one of our new Portfolios of Velumet Cover Suggestion Folders by writing us on their business letter-heads.

A. M. COLLINS MFG. CO.
NEW YORK PHILADELPHIA CHICAGO

At Last---Advertising Through the Phonograph



MILLIONS of phonographs are owned and operated by the finest families in America. What a marvelous medium for advertising! What would it be worth to you to have your advertisement spoken from those phonographs—put on the machines by your prospective purchasers?

Talk about circulation—talk about preferred positions—talk about reader interest! An advertisement to keep and repeat. If “a newspaper in the home is worth a hundred on the highway,” what will this be worth?

It's no longer a dream. We are ready to show you how you can make this great achievement for your product.

If you are ready to approach the idea in a big way, ready to appropriate what such a great idea is worth—we are ready to open the door wide for you and say “Come in.”



Emerson Phonograph Company INC.

3 West 35th Street

-

New York

far away upon the bloody, shell-torn fields of France. You can help him by giving to the Red Cross." This is one of the advertisements that has been found unusually effective in the Philadelphia Division campaign, and was designed by the publicity committee of that district.

A shield-shaped, large magazine-sized page advertisement prepared by the Division of Advertising shows a pair of hands stretched out in appeal from a background depicting a battlefield with the ruins of a town in the rear. The text in a forceful manner presents the seriousness of the Red Cross call for help.

"Won't You Help Take Care of Daddy," is the anxious question asked by a boy in a fourth advertisement. "He's over there," he continues. "Maybe he's hurt and needs the tender care of the Red Cross. Maybe some of your loved ones do too. The Red Cross is ready to help them and always will if you'll supply its needs."

Besides the magazine and daily newspaper advertisements, hundreds of posters are being used to carry the message of appeal. Harrison Fisher contributes a striking one showing a young Red Cross nurse with hands outstretched for aid, while behind her march in battle array with colors flying a body of soldiers. Gordon Grant's "The Comforter," depicting a Red Cross nurse holding in one arm a little child while the other rests upon the head of a sobbing peasant woman whose ruined home stands nearby, is touching in its appeal. All of these were designed and executed under the direction of the publicity committee of the New York division.

As New York City is expected to contribute \$25,000,000 of the \$100,000,000 to be raised during the campaign, a larger organization was necessary to do the work than is employed in other cities. The publicity campaign of the division is directed by Frank Presbrey, of the Presbrey Advertising Agency, who has as his

chief assistants, Leo L. Redding, formerly city editor of the New York Herald; Charles D. Spalding, and Willis Pratt. Mr. Pratt is in charge of the news department which supplies forty-six city newspapers with news matter.

Although the New York division of the Red Cross has not had the unlimited resources of the Liberty Loan Committee of the Second District upon which to draw for expenses, it has managed to secure enough direct contributions for the purpose to pay all necessary bills. The responses to requests for space from both advertisers and publishers have been generous. The newspapers have made special rates for the advertisements used in their columns. Street car cards on subway, surface and elevated roads have carried the Red Cross message without expense to the organization. The poster advertising agencies have either donated or secured from their clients space on 500 twenty-four sheet stands, besides several hundred smaller ones. In addition there are 150 painted and illuminated, and four electric displays. Two thousand oil-cloth signs have been posted on buildings. Over 700 moving picture theatres are co-operating by showing at each performance lantern slides and moving pictures bearing on the Red Cross activities.

But whatever the medium and wherever it appears the basic appeal is always the same—the appeal to the heart on behalf of the sick, the wounded, the helpless and the homeless of battle-scarred and bleeding France.

Votes "No"

THE NATIONAL REFINING COMPANY,*
CLEVELAND, OHIO, May 14, 1918.
Editor of PRINTERS' INK:

Please do not enlarge the size of PRINTERS' INK the wrong way.

I have read PRINTERS' INK regularly each week for fifteen years and its present size makes it more convenient to read *anywhere* than any other publication.

THE NATIONAL REFINING CO.
Per. CHAS. L. ARCHBOLD,
Adv. Mgr.

Market Springs from Five and Ten Cent Expansion

(Continued from page 8)

the quality goods. The heavier volume means much more room and expense in handling. The same thing works out with the jobber and all along the line.

A farmer's wife comes to town and buys an I. C. tin dishpan at ten cents that costs the retailer around 98 cents a dozen. She takes it home and it crumples up after used a short while. She buys a ten-cent comb and six or seven teeth pull out. She thus learns of the folly of buying "cheap" goods. But she still wants to save money. If the variety man can offer her quality goods along with his popular prices she is going to buy them from him.

Variety men every day are gaining more light on what a rich mine of profit they were overlooking by confining their offerings within arbitrary limits.

A Western retailer who had changed from the five and ten cent limit to no limit at all discussed this point as follows:

"Did you know that a very large percentage of the average department store's trade is in items of one dollar or less? I could hardly believe that this was the case. But it is. Here I have been for years building up a five and ten cent business and I must admit I have made some money. But a large portion of the fruits of the efforts of my advertising and of my selling methods has gone to the department store. I built up the demand and the department store sold the goods. Why? Simply because they had goods to sell that I didn't have. I am going to keep on featuring five and ten cent goods. There is a big advertising value therein. But I most certainly am not going to be caught short again on goods retailing up to a dollar and more."

Most of the five and ten cent stores the country over have abol-

ished the five and ten cent limit. This includes syndicates large and small with the exception of Woolworth. There can be seen here and there an independent five and ten cent dealer running a single store who still maintains the five and ten cent limit, making up in greater gross profit for a proportion of the loss forced upon him through restriction of his lines. Harry Minas, of Hammond, Indiana, is a notable example of an independent merchant holding to the ten cent limit.

It was only natural that the moderate sized independent dealer should swing into the higher priced idea. He had to do this in order to save his hide, and it was not any very difficult thing to get him started. But when the syndicate chains, large and small, came into line this was ample evidence that the new proposition was sound. Also it ended perhaps for all time the old idea of restricting a store's offerings to lower priced lines.

KRESGE KEEPS OLD SORT OF STORES; STARTS NEW ONES

Kresge was the first of the big syndicates to break over. He was followed closely by Kress. Mr. Kresge is keeping his five and ten-cent stores just as Mr. Woolworth is. But he goes Mr. Woolworth one better through establishing a chain of twenty-five to fifty cent stores. When Mr. Kresge started out on this idea about three years ago he created quite a sensation in merchandising circles. Now his idea is accepted as quite the thing. His chain of higher priced stores and the action of the smaller syndicates and independents in carrying higher priced lines along with the lower prices opens up perfectly tremendous possibilities for the manufacturer.

"These developments, particularly in the case of the chain stores," said the sales manager of a big Eastern manufacturing concern in discussing the subject with a PRINTERS' INK representative, "will enable safe investments in machines, dies and many other advanced costs which pre-

The Girl in the Home



It is the most natural thing in the world for Mother and Daughter to discuss household matters and plan together the exacting daily business of home routine. She is not only consulted, but makes many welcome suggestions for the table, dress, home-equipment, etc. Her individual social life, with its requirements, is just beginning. These are a few of the many ways

the growing daughter directly influences the family buying.

To reach 400,000 desirable homes is good publicity; to reach definitely the 400,000 girls in these homes is giving good publicity the active, personal backing of a factor in the family unit that will count heavily for you in results NOW—AND LATER. This opportunity is afforded you every week in

THE GIRLS' COMPANION

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York
Archer A. King, Inc., People's Gas Building, Chicago
Sam Dennis, Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Do You Need An Advertising Executive?

Have 10 years' experience in automobile business—from drill press operator to machine designer, purchasing agent, advertising layouts, copy and consultation for automotive concerns.

2 years technical editor of one of the largest automobile papers. Graduate of Michigan University, Member Society of Automotive Engineers. Age 28; married.

Am available immediately as advertising executive in large automobile, motor truck, marine engine, tractor or airplane concern. Will consider salary appropriate for one of my experience.

Address "E. W.," Box 137, care of Printers' Ink.

cede the launching of a new product.

"The manufacturer who has developed a natural market for his advertising products through featuring them with the chain stores can now do the same thing in making higher priced lines. There is a feature to this that may not be particularly welcome to the small retailer. Kresge, for instance, will have a wonderful outlet for twenty-five cent goods. The manufacturer whose list prices have gone so high as to remove certain goods from the twenty-five cent limit can sell them to Kresge in the great quantities he needs at a price that will enable him to make a profit at twenty-five cents retail. It is a fact that a chain like Kresge's, buying at jobbing prices can offer the public articles at five, ten, twenty-five or fifty cents that would have to bring seven, fifteen, thirty-five and fifty-nine cents in the smaller stores."

This sales manager brings up the exceedingly interesting possibility that the largely increased outlet for higher priced goods in the chains and independent stores will boost sales so as to tend to keep twenty-five cent and fifty cent articles within their normal limits. He thinks dealers will absorb small cost increases from time to time and continue selling goods at twenty-five and fifty cents.

However, in many cases it has been found advisable to increase the twenty-five cent article to twenty-nine cents or higher. This has been done on the basis that the retailer can make a long profit on an odd-priced article just as easily as a shorter profit.

Almost every manufacturer of small goods has lost heavily at times because a meritorious article has not been accepted readily by the public. He knows he cannot afford to divert his advertising from the main line on which his bread and butter depends so that he can preach this one good product which refuses to catch on. Here is where the chains and independents with their offerings of merchandise up to a dollar can be

a wonderful help. Get the product into this great outlet and from the very start it gets a widespread enough distribution to insure a fair trial. This has been worked out time and again in such items as toilet preparations, small hardware, textiles, stationery and other lines.

NEW COMPETITION FOR DEPARTMENT STORES

Department stores under the new deal are going to have to look sharp.

A lesson as to what could be done in this particular came to C. G. Johnson, president of one of the smaller chains—Everybody's 5 and 10 Cent Stores Company, operating stores at Yankton, South Dakota, and Sioux City and LeMars, Iowa. Mr. Johnson found that his buying costs had advanced to a point putting more than 300 staple sellers beyond possibility of the ten-cent price limit. To discontinue the sale of these 300 items and such others as would be necessary would mean decrease in sales and possibly a loss at the end of the year.

In considering the subject of advancing his price limit, Mr. Johnson compared prices the department stores were asking for such items as children's dresses, aprons, middies, union suits; women's waists, middies and hats; and many popular priced house-furnishing lines, hardware, toilet articles and stationery. On these he found he could undersell the department store prices and still make a satisfactory profit.

"We did not have the least difficulty in making the change," said Mr. Johnson, "although a few of our customers made some remarks about it being a funny ten cent store. Our customers bought the higher priced lines as readily as they did the lower priced. Our first month's business showed an increase of 35 per cent, and every month has increased since we raised our price limit. We sell lines up to \$1.49, using the odd cent prices mostly. We find by experience that goods priced in



REFERENCE ADVERTISING

To Advertisers And Advertising Agencies

THE use of City Directory advertising ("reference advertising") to connect consumer demand for a product with the local source of supply is one of those "obvious" steps in advertising that has only recently begun to be appreciated.

The Directory of any community is really the Buyers' Guide of that community. Every day people are referring to its advertising section (carefully classified for easy reference) for information as to where to go to buy something they want or need.

It is now possible to place an advertisement in City Directories all over the country, or in any section of the country, through this Association.

Association of American Directory Publishers
87 Third Avenue New York City

Now More Than Ever
Test Campaigns Are Necessary

NEW ENGLAND

Is Cosmopolitan Not Provincial
THE IDEAL TESTING GROUND

With constantly shifting variables due to war conditions, a test of sales and advertising plans is essential.

The rank and file with great pay increases are buying up, that is buying a better grade of things and many things never bought before, while the average salaried man has to buy down and cut out some of the things purchased before to meet the high cost of living.

New England is the place to test out these conditions.

New England has only a trifle over two per cent of the area of the country, yet it has more than seven per cent of the population. This seven per cent will be sufficient to give you an average condition, thus ensuring the soundness of your sales and advertising plan. There is only one thermometer that will test conditions as they are, and that is the local daily newspapers. They are quick workers and rapid producers.

These fifteen will prove how good daily newspaper advertising is.

WATERBURY, CT., REPUBLICAN
Daily Circulation 11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS
Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
A. B. C. Daily Circulation 10,304 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,587
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS. COURIER CITIZEN
Daily Circulation 18,145 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS
Daily Circulation 18,949 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 36,623
Population 100,000, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 24,012
Serves territory of 130,000

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 37,604 net paid
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 20,461
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 10,200—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,120
Population 37,265, with suburbs 50,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

odd cents sell much more readily. We push five and ten cent items as leaders. Any good five and ten cent item is a trade puller not to be overlooked by any live merchant who desires success above the average."

Similar sentiments are expressed by the company operating the Morris 5 and 10 Cent Stores in fourteen Indiana towns. The Morris chain is branching out into higher priced goods and find it so profitable that no definite limit has been set. Their prices are going to continue being popular but they are going to sell all the goods for which they can find a market.

The manufacturer, as he gets in touch with the trade possibilities of the enlarged and intensified five and ten cent store, does much less worrying over the trade adjustment that may come after the war. He has no time for worry. He is too busy making his manufacturing, advertising and selling plans to get his part of the wonderful new demand these stores are creating.

Jamison Heads Pittsburgh Club

H. V. Jamison, advertising manager of the American Sheet and Tin Plate Company, was elected president of the Pittsburgh Advertising Club last week. Other officers elected were: Vice-president, C. F. Ohliger, H. J. Heinz Company; secretary, W. G. Evans, Harris Pump and Supply Company; treasurer, H. A. Lane, Central Press Bureau.

C. E. Bogardus With Critchfield

Charles E. Bogardus, who has been in the advertising department of the Curtis Publishing Company, Philadelphia and in street car advertising work in Chicago, has joined the merchandising and sales staff of Critchfield & Company, Chicago.

Realty Advertising Co. Taken Over by Cusack

The Thomas Cusack Co., which handles outdoor advertising, has acquired the property holdings and leases of the Realty Advertising Company, New York City, of which Walter J. Solomon was the head.

"Ask the Man Who Owns One"

This famous slogan may be paraphrased "ask the merchant who advertises in"

PORTLAND Maine

He knows, day in and day out, through his local advertising. He is in touch with the buying public. He knows what produces, and governs himself accordingly. In Portland he gives the bulk of his appropriation to the one great afternoon daily, the

Evening Express

and it makes good, day in and day out!

It will also make good for you, for it has the great volume of circulation that is necessary.

The Julius Mathews Special Agency
Boston—New York—Chicago

Eight Thousand More Mechanics

are wanted for one job alone and that is to make

Browning Machine Guns IN

BRIDGEPORT, Ct. THE WONDER CITY

This order alone is worth more than

\$40,000,000

"'tis a straw that shows how the wind blows."

THE POST and TELEGRAM

Connecticut's Largest Circulation

Can carry your message to Bridgeport's prosperous workers.

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. MURRAY HILL. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone. Harrison 1707.

New England Office: 1 Heacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line-net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, MAY 23, 1918

Advertising Keeps World From Starving

"Are people such fools that they wouldn't eat unless advertisers constantly invited them to do so?" asks a certain propagandist against advertising.

We would not go so far as to say that people "wouldn't eat," but we would say it is conceivable that if it were not for advertising and the manufacturing and marketing methods it has made possible, that it wouldn't be long before they couldn't eat. There would be nothing for them to eat. This is a fact that has not received sufficient consideration.

All through the ages, the spectre of famine has stalked just around the corner. The food margin was never very large, and

when crops failed, famine often did lay its terrible hands on whole countries. Keeping food production up to the increase in population was always one of the world's mighty problems. It was this that led the economist Malthus to pronounce his famous theory that one day population would outstrip food production. In 1898 the great English scientist, Sir William Crookes, made a prophecy that in thirty years the world would face starvation. He marshalled statistics to prove his assertion.

Had not something come along to revolutionize the food business, no doubt the prophecy of these two eminent Britishers would some day be fulfilled. This revolution is gradually changing the eating habits of people and is making the world's food margin more secure. Of course the war has temporarily depleted the margin, but had it not been for the food revolution, the present danger of world famine, due to the war, would be vastly more imminent.

Throughout history, the diet of most peoples has been extremely restricted. It was confined largely to wheat products, to cheese and milk and to fruits, nuts and a few vegetables, indigenous to the country in which the people lived. Manufactured foods, except those prepared in the household, were rare.

The gloomy prophecies of Malthus, Crookes and others were based on this condition. Wheat was the principal food of Occident races, and since steady wheat production quickly exhausts the fertility of the soil, it looked as though some day it would be impossible to raise enough to feed the world. James J. Hill was one of the first to see this. It led him to start his vast propaganda in favor of diversified agriculture, rotation of crops, and intensified farming, which bore splendid fruit and in behalf of which many forces are now working. Improvements in transportation and in manufacturing and in the art of preserving and packing, brought

into use a greater variety of foods and is gradually removing the strain from wheat.

However, people did not readily accept this greater variety. They had to be educated in the use of the new foods. This requires advertising and modern sales promotion. Normally, people will eat only those foods to which they are accustomed. Most new foods come into use slowly and, were it not for advertising, it is doubtful if many of these preparations would ever gain a foothold. Corn, for example, is a wonderful food that can be prepared in dozens of ways, and yet it has never attained much popularity outside of the United States. It is said that immigrants look with suspicion on oatmeal. It requires considerable coaxing to get many of them to try it and find out for themselves how delicious and wholesome it really is.

Until recently, tomatoes were regarded as poisonous. It is only in the last few years that the public has accepted grape fruit. Introducing Casaba melon was a desperate fight. It took strong advertising to get people to drink grape juice. The value of rice is not appreciated in this country. On the other hand, Oriental people would be better off if they ate more of our foods. There are still dozens of fine fruits and vegetables with which most people are not familiar. Getting people out of diet ruts is one of the Food Administration's hard problems, and it would be many times harder had not advertisers for years been spreading the gospel of variety in foods.

Advertising gets the people of one clime to use the surplus foods of another clime. By creating demand for strange or luxury foods, it encourages their producers to increase production and thus tends to reduce their cost to the consumer. Advertising makes variety possible, and as long as people are willing to eat all the various kinds of food that the earth produces, there is no immediate danger of the human race starving.

Advertising as a Substitute for Man Power

In his address at the Division of Advertising luncheon in Washington, Secretary Houston, of the Department of Agriculture, said that he had found that the best way to reach the farmer was through the "personal touch" of trained men, of whom 6,000 are now employed in every section of the country. He told the advertising experts that he would be glad to have them advise him as to how their efforts could be supplemented.

PRINTERS' INK would like to suggest that since there is such a shortage of agricultural workers because of the war, it might be advisable to release 3,000 of these experts to act as farm managers or superintendents and thus render the farmers a valuable service. The other 3,000 could still be employed at points of contact between the Department and those who till the soil. If, in addition, the efforts of these men are backed up by a strong advertising campaign carried on through the agricultural publications, far greater results could be secured than under the old plan.

The fundamental consideration is of course man power. How shall we make the most of it, especially in agriculture, where the demands are acute? Advertising has proved itself an effective substitute for man power in manufacturing industries, in many ways. Why not in agriculture?

The Department of Agriculture might be compared to a manufacturer and its army of experts to a staff of salesmen. Advertising has been found to be of inestimable value to the latter in selling goods—it not only increases demand but it keys up the salesmen and furnishes them with fresh ammunition. The Department is doing an immense amount of important experimental work, the results of which are embodied in bulletins issued from time to time. But helpful as these bulletins are, they do not

reach those for whom they are designed, except to a limited degree. The same thing could be said about other department publicity matter.

What is needed is an advertising campaign to make known to the farmers how Uncle Sam can help them in a practical way. Such a campaign should be conducted through the agricultural publications which circulate among the farmers, and which are regarded by them as an authority upon all subjects connected with their occupation. No one understands the farmer better than the editors of those papers, because the most of them have come up from the soil and are, therefore, able to talk to him in language that he can comprehend, and can help him solve the problems that constantly arise in this work.

Therefore, should our suggestions be adopted by the Department of Agriculture, Secretary Houston would have a combination of effort that would exert a tremendous influence. For with 3,000 experts acting as advisory counsel to the farmers, with 3,000 others helping them to till the fields, and with an advertising campaign carried on through the agricultural publications, the entire farming industry would be stimulated, larger crops would be raised, and the whole country would be greatly benefited.

Laying Siege to Congress with a Slogan

The famous saying, "Let me make a nation's songs and I care not who makes its laws," would have to be revised nowadays to read "let me make its songs and slogans." The Third Liberty Loan drive saw the development of more slogans than were probably ever written before to urge a single idea. If it be true, as Mac Martin says, that every advertising man in America has written at least one Liberty Loan ad, then it is probably equally true that everybody in the country capable of thinking—and a lot who aren't—has written at

least one brief motto on the order of "Liberty Bonds or German Bondage," "Take the Helm Away from Wilhelm," or "Every Hundred Makes a Hun Dread." Probably there are several thousand worthy citizens who at this moment are rejoicing in their newfound ability to write stirring catch phrases. One shudders to think what may become of the advertising profession if they all decide to turn their talents to account in a commercial way.

It is interesting to note, while we are speaking of slogans, how effective they have lately demonstrated themselves to be in reaching persons who are difficult to get at in any other way. PRINTERS' INK was told the other day that Congressmen are not much impressed by letters received from individuals unknown to them. "Their desks are always swamped beneath a flood of such mail," our informant said. "Of course, two or three thousand letters arriving simultaneously, and dealing with the same subject, may make quite a dent; but one letter is apt to be 'lost in the shuffle.'"

Nevertheless, we submit that it depends on the letter! The other day a group of individuals began sending to the Congressmen postcards containing nothing but Joseph H. Choate's famous slogan, uttered only a few days before his death: "For God's sake, hurry up!" And these postcards seemed to have quite a decided effect! At any rate, one of the recipients saw fit to mention the matter on the floor of the House, having apparently been deeply impressed; and the slogan of these postcarders (to coin a term for them) was quoted later in the debate with telling effect when there was a tendency to obstruct the business before the House with needless delays.

Joins Charles Daniel Frey

W. G. Beard, formerly manager of the advertising service department of the Chicago *Herald*, has joined Charles Daniel Frey's selling staff in Chicago.



PHOTO BY
GARO

*Mr. Robert G. Warner
has joined the Eastern
Advertising staff of
Cosmopolitan as New
England Manager.*

The Affirmative in Rebuttal

THE CAREY PRINTING COMPANY, INC.,
WITH WHICH IS CONSOLIDATED DITTMAN COLOR PRINTING CO., INC.
NEW YORK CITY, May 10, 1918.

Editor of PRINTERS' INK:

Change the size of PRINTERS' INK to $8\frac{1}{2} \times 10\frac{1}{2}$ and it will be in the hand of more people and at the same time you will also be "in pocket."

Why emphasize the "pocket size" as a favorable argument or a valuable asset? Mr. Leith, of the Associated Farm Papers, prefers the present size. He admits my claim that PRINTERS' INK is now read in the home and library but claims that you should not change the size of the paper as he would then be unable to carry it home in his pocket.

It cannot be denied that PRINTERS' INK's present size is convenient for some pockets—it crowds mine too conspicuously—but nevertheless some do carry it in their pockets, but I contend that the life principle contained in PRINTERS' INK organization does not depend upon the size of its page. If it can express its thought successfully in its present contracted size it can do so more effectually in a more generous and legible form and thereby develop a larger field of usefulness.

PRINTERS' INK is received by mail at the home or in the office and there it is read—a few, a very few I believe, carry it in their pockets.

The pocket size may be just as necessary to PRINTERS' INK as the "dog" to Victor or the "Dutch Boy" to National Lead; each helped in the sale of its "master" but neither is necessary nor vital. Long before either was invented the Victrola and National White Lead was famous throughout the nation. But the size of PRINTERS' INK does not even compare with a trade name.

Its proper comparison would be with the change of size of a Victrola or the size of a keg of white lead and surely no one would say that either would affect the sale of these commodities.

As considering the growing needs of this important magazine I am more deeply convinced that a change of size of PRINTERS' INK to $8\frac{1}{2} \times 10\frac{1}{2}$ would make for economy, efficiency and progress.

Now that you are grown why not discard knee pants and adopt man size trousers?

Who will be the next to speak?

HENRY JAY RONALDS.

Votes "No"

COMMONWEALTH EDISON COMPANY,
CHICAGO, ILL., May 11, 1918.

Editor of PRINTERS' INK:

Referring to the query on page 92 of your issue of May 2, 1918: "Has PRINTERS' INK Outgrown the Pocket Edition Class of Magazines?" I should like to say emphatically, from a reader's standpoint, "No."

As a constant devotee of PRINTERS'

INK for the past twenty-five years, it would lose a great measure of its attractiveness for me were the size to be altered.

There are already too many "magazine size" magazines on the newsstands. They are clumsy, cannot be easily carried, are bulky to file, and consequently are less eagerly read. I get all the trade magazines, but read none of them so assiduously as I do PRINTERS' INK and this is largely due to its convenient size.

PRINTERS' INK slips readily into the pocket, can be read on the train, in going to and from business, at the club while waiting for "service" or at the theatre between acts. In short, to me, a large measure of the value of "The Little Schoolmaster" is in its compact, convenient, companionable size. Being a weekly it is not necessary to have any one issue too bulky as the news it contains of interest to the fraternity is as valuable "next week" as during the present week. I hope that it will not be changed in any particular.

A. H. HOWARD,
Supt. Advertising Department.

Votes "No"

"GOOD FURNITURE"

NEW YORK OFFICE, May 17, 1918.

Editor of PRINTERS' INK:

I have always been reluctant to write to newspapers, magazines, etc., but the discussion regarding increasing PRINTERS' INK page size interests me so much that I must join in.

Please make your decision now not to increase the size, and pigeon-hole all future letters favoring the increase.

I can only tell you that I read every issue of PRINTERS' INK every week while traveling around town; whereas I have now at home four copies of one of the large size advertising magazines waiting to be read. I presume they also have interesting articles, but the size of PRINTERS' INK is a big help in getting its articles to my attention.

N. W. DOORLY,
Manager.

Votes "No"

NATIONAL CLOAK & SUIT COMPANY

NEW YORK, May 14, 1918.

Editor of PRINTERS' INK:

I have read the letter from Mr. Ronalds and can understand why an increase in the page size of PRINTERS' INK might be desirable from a printer's standpoint.

As a long time subscriber, I would cast a vote in the negative. Don't change it in any detail. It is distinctive just as it is. It is PRINTERS' INK and nothing else looks like it, and it looks like nothing else. So it advertises itself by its size.

It is most convenient and a handy little thing to carry in your pocket summer or winter. Stick to your present size.

THEODORE F. MERSELES,
Vice-Pres. & Gen. Mgr.

Foreign Language Work

WHEN you need anything printed in foreign languages, why not go to a printer who has a complete foreign language plant, such as

The University Press
Cambridge, Mass.

Special Types • Special Proofreaders • Specialists

WANTED A Sales Organization

Due to war conditions our factory output of wood rims for bicycles and automobile steering wheels has been greatly curtailed. We have the facilities to manufacture some article made of wood or wood and iron, and we want to get in touch with a sales organization already established that can sell this new article, or articles, during the present war time with the idea of building a permanent connection. Address, "A. H.," Box 136, care Printers' Ink, 185 Madison Avenue, New York.

Signs Which Link Space to the Dealer's Location

FLEXLUME OPLEX signs are linking the trade names of hundreds of national advertisers to their dealers' locations. They are showing people who read of the goods where they can be bought.

That is the place electric signs have in advertising campaigns—they tie your copy to the dealers' doors.

Magazines, newspapers, street car cards and bill boards tell people *why* your product is good. A Flexlume sign shows them where it can be bought.

And for this purpose Flexlume Oplex signs are best—

Because their raised letters of snow-white glass on a dark background have an atmosphere of "quality."

Because they are day signs as well as night signs.

Because they have greatest reading distance and economy of operation.

Because by means of the raised glass Oplex characters it is possible to perfectly reproduce any trademark or distinctive style of lettering.

Possibly you are not using electrical advertising in your campaign. You should, and we'll be glad to tell you why with sketches and full information.

But at any rate we would like you to have the Flexlume book "Twenty-Four Hours a Day." Won't you tell us where to send it?

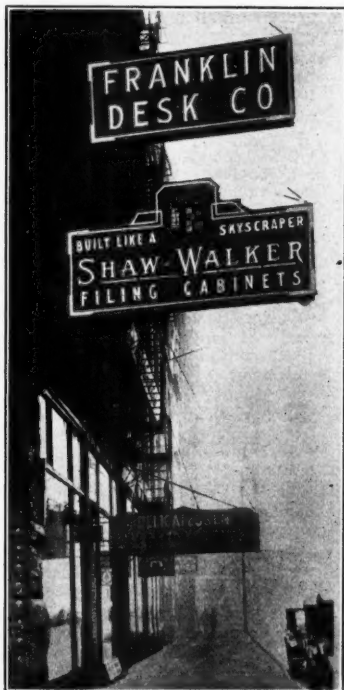
The Flexlume Sign Co.

ELECTRICAL ADVERTISING

1439-1446 Niagara Street, - - - Buffalo, N. Y.

Pacific Coast Distributors:
Electrical Products Corp.
941 W. 16th St., Los Angeles, Cal.

Canadian Distributors:
The Flexlume Sign Co., Ltd.
St. Catharines, Ont.



ing campaigns to sell themselves as desirable places to stick to, lest the lure of the just beyond tempt their young people and their labor away.

* * *

Worcester, Mass., has been seeing a great deal of full-page copy of this character, both by its own business men and by its neighbor Southbridge.

A page advertisement run, though unsigned, by the manufacturers of Worcester, paid high tribute to "the women of Massachusetts" for the part they are playing both in the community and for the nation. In the month of April one paper in this city had twenty-seven full-page advertisements dealing with such subjects. "We have had inquiries from newspapers throughout the United States asking for information on these special pages," says Joseph H. Powers, business manager of *The Evening Gazette*.

Mr. Powers speaks of them as "special" pages, but it is not improbable that this kind of advertising may be a good heritage to us from the war. There seems to be growing out of the war a higher sense of community joint interest that finds expression thus in this co-operative advertising effort for common ends. Perhaps experience with the Liberty Loan, the Red Cross, the Y. M. C. A. and the Knights of Columbus campaigns has had something to do with it.

Again, the newspaper publishers of the country are appreciating more and more that in their circulation and their pages they have potentialities for service through advertising, hitherto more particularly devoted to the more purely commercial individual advertiser, whether local or "foreign" so-called.

The war is demonstrating some of the sub-soil possibilities of the power and possible scope of advertising for any conceivable purpose and service.

* * *

It is a wise business man who knows when the public has licked him, thought the Schoolmaster the

other day when he ran across a newspaper advertisement of the renting agents of one of the most celebrated business buildings in the world—the Fuller Building.

"The Fuller Building? Celebrated?" asks some member of the class.

Yes; but perhaps you know it as the Flatiron Building. So does nearly everybody else!

Yet when the triangular-shaped building at the intersection of Broadway and Fifth Avenue, at Twenty-third Street, New York, was completed several years ago, "Fuller Building" was placed in gold letters over the door. That was to be the name of the new building.

But the public looked at it with a smile and said—"flatiron." And the public kept on saying "flatiron," until finally it became "Flatiron"; and "Flatiron Building" it has been ever since, for the public prefers that name to the one given it by the owners.

So now when the renting agents have occasion to insert an advertisement in the newspapers, they are shrewd enough to call their building the "Flatiron Building," though for sentiment's sake, or perhaps because they cannot give up without a struggle, they put the name "Fuller" in parenthesis in small type after the public's name for the building.

* * *

The Schoolmaster believes there is a very important lesson to advertisers in the naming of the Flatiron Building. It would seem to convey a strong hint that the way to name a product or a building or a business is to get outside of it and away from it and say: "What does this look like to the public? How will it serve the public? How will the public be likely to think of it commonly—yes, colloquially?"

Perhaps if we went at the naming problem a little more commonsensely we should drop such names as poor overworked Monarch, Majestic, Acme, Excelsior, and the like, and find names that really mean something to the man on the street.

Motor Driveaways Relieve Railroads

During the first three months of the year there were 38,900 motor vehicles driven over the roads to dealers by eight of the larger producers, being 33 per cent of their production. This number of driveaways relieved the railroads to the extent of about 10,000 freight cars. In this period truck makers in the National Automobile Chamber of Commerce increased their production of trucks more than 100 per cent as compared with the same period of 1917.

Miss Phoebe's Finish?

Should McAdoo
Miss Snow taboo
And veil her face from human view,
In Memory's light
She'd still shine bright
Along the Road of Anthracite.
—J. B. G., in *New York Tribune*.

L. E. Firth, for several years in charge of the copy department of the Doremus & Morse agency, New York, and later of the firm's successor, Russell Law, has joined the staff of the H. K. McCann Co., New York.

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

British South Africa

Cape Colony—Orange Free State—Transvaal—Natal—Rhodesia.
Land of vast mineral and agricultural wealth. Gives to the world most of its gold, diamonds—and millionaires. Land of vast imports with which both to produce and enjoy its wealth.
Our branch office in Cape Town permits of intelligent control of advertising throughout the Union.



J. ROLAND KAY CO.

International Advertising Agents, Conway Building, Chicago, U. S. A.

Associate House: John Haddon & Co. (Est. 1814), London.

Buenos Aires

Sydney

Tokyo

Cape Town

Electros for Advertisers

MARQUETTE BLDG.
CHICAGO

GENERAL PLATE CO.

1600-1612 HULMAN ST.
TERRE HAUTE IND.

To reduce your selling expense TALK WITH Heegstra

H. Walton HEEGSTRA Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

J.M.CAMPBELL

Preparation of copy for
Advertisers. Compilation of data
on which to base permanent
advertising policies.

171 MADISON AVE., NEW YORK
Telephone Murray Hill 4394



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Paper Clip on the market.

Pat. Dec. 12, 1916

Recommended by efficiency experts.
Prices F.O.B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c	per 1,000
50,000.....	10c	per 1,000
100,000.....	8c	per 1,000
500,000.....	7c	per 1,000
1,000,000.....	6 1/2c	per 1,000

Order Direct From

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

Booklets

Many of America's prominent
advertisers.

agencies and commercial houses
requiring high-class printing use

AND

CHARLES FRANCIS
PRESS

Printing Crafts Bldg., New York
Eighth Avenue, 33rd to 34th Streets

Catalogs

Telephone
3210 Greeley
Printers of
PRINTERS' INK

A NEW MARKET

We represent
all Student Publications

"An Intimate Knowledge
of a Great Buying Power"

When you want to know anything
about college town merchandising
or college paper advertising: "Ask
The Collegiate."

Collegiate Special
Advertising Agency

Incorporated

503 Fifth Avenue

New York

Established 1913

Attempts to Keep Down Paper Consumption

"THE aggregate quantity of paper wasted by newspaper publishers monthly is considerably larger than our average exports to foreign countries," is the assertion of the Federal Trade Commission, made in connection with its report on publishers' statistics for April. Reports from publishers using newsprint and book paper indicate that some publishers are endeavoring to eliminate wastes and curtail consumption, but the results of their efforts are being offset by the action of other publishers who continue to practice wasteful methods despite the appeal of the Government to curtail wastes in every way possible.

During April there was a slight decrease in the average number of pages of daily and weekly newspapers, and a corresponding increase in the average number of pages of the Sunday newspapers. Weekly and semi-monthly magazines and periodicals showed a considerable increase in the average number of pages printed, while the monthly magazines showed a small decrease.

Some newspapers and magazines showed excessive returns. One monthly magazine had returns of 42 per cent, a weekly magazine owned up to 33 per cent and a daily paper showed 37 per cent.

During April, while mill stocks of newsprint paper continued to decline, there was a considerable increase in the stocks held by jobbers and publishers. The same was true to a small degree of the stocks of book paper used by publishers of periodicals and magazines.

CLASS

For class, trade and technical advertisers. Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year
417 SOUTH DEARBORN ST.,
CHICAGO

Sample Copy On Request

St. Paul Wants the 1919 Convention

The St. Paul, Minn., Town Criers Club, backed by the Advertising Club of Minneapolis, has entered the lists to secure the convention of the Associated Advertising Clubs of the World for 1919. A campaign of publicity has already been launched. Stress is laid upon the advantages of St. Paul as a summer convention city and its convenience of access from all parts of the country.

L. L. Wilson Leaves Luther Grinder Mfg. Co.

L. L. Wilson, for many years sales manager and secretary of the Luther Grinder Mfg. Company, Milwaukee, has been appointed general manager of the Stegeman Motor Car Company, of that city. He will be succeeded at the Luther Grinder company by Frank S. Hyland, for some years a member of the sales force and later of the factory organization.

Represents Chicago "Tribune" on Coast

N. L. Lucius, who for the past ten years has been associated with the Chicago *Tribune* advertising department as railroad, resort and school advertising manager, has been appointed Pacific Coast advertising representative for that paper. He will make his headquarters in Los Angeles.

Agency Head Called to Washington

John Wiechers, president of the Western Advertising Agency, Inc., of Racine, Wis., has been appointed a Division Chief of the Quartermaster General's Department at Washington.

EINSON LITHO INC SPECIALIZING IN WINDOW DISPLAY ADVERTISING,

Complete Trims, Cut
Outs, Panel Back
grounds, Display
cards, Hangers,
Streamers, Counter
Cards, Car Cards.

327 E. 20th St.
Tel. Murray Hill 5040
New York

PACKAGE LABEL & TRADE MARK

They are the uniform, insignia and battle-flag of your merchandising army. Make sure you give your product a fair chance in its commercial struggles by having them right.



ASSOCIATED ARTISTS
OF PHILADELPHIA
1630 Sansom Street

*Graphic Interpreters
of Promotive Needs*

WANTED

Assistant to President

of a fine and growing food product manufacturing business. Must be refined, American, systematic, familiar with details of accounting, factory practice, advertising, sales and sales follow-up. Must have ability to handle details and see them through. Exceptional opportunity for right man. B. B., Box 135, PRINTERS' INK.

Classified Advertisements

HELP WANTED

Wanted—Artist as art manager, letterer, designer, illustrator, idea man and expert copy writer. Must have engraving house and agency experience. The right man can have interest in profitable service agency. Box 342, care P. I.

Salesmanship Teacher

Experienced teacher of Salesmanship for special work. Must be college man with selling as well as teaching experience. Box 338, care Printers' Ink.

A LARGE PHILADELPHIA WOMEN'S WEAR STORE, DOING A BUSINESS OF OVER THREE MILLION DOLLARS, REQUIRES THE SERVICES OF A THOROUGHLY EXPERIENCED, FIRST-CLASS ADVERTISING MANAGER. DEPARTMENT STORE EXPERIENCE DESIRABLE. MUST BE A MAN OF BROAD BUSINESS EXPERIENCE. TO THE RIGHT MAN IS OFFERED A SPLENDID OPPORTUNITY TO CONNECT WITH A LIVE HOUSE. STATE FULL EXPERIENCE WITH FORMER FIRMS AND ENCLOSE SAMPLES OF WORK IF DESIRED. APPLY BLAUNER'S, 833 MARKET ST., PHILADELPHIA.

ARTIST wanted by large printing and direct advertising concern located in Canada. Applicant must be experienced designer, draftsman and color man. Excellent opening, permanent position on highest class work, for capable man. Apply, giving full particulars, to Box 336, care Printers Ink.

Writer of business and news stories wanted by long-established trade magazine for general editorial and reportorial work. Must use typewriter. State full details and salary required in letter; don't call. Robert J. Patterson, 1182 Broadway, New York.

COPY WRITER—experienced—for work in Philippine Islands—as assistant to Manager Publicity Department export import house; essentials: knowledge of Spanish—stenographer and typist—if male, beyond draft age. State salary. Address Box 345, care PRINTERS' INK.

Advertising Plan and Copy Man
to take position as secretary of established agency in big middle western city. Investment of \$1,800 required to take over retiring officer's stock, now earning eight per cent. Fair salary and one-third of net profits from new business and service fees are offered to right man. State qualifications fully. FERNALD'S EXCHANGE, Inc., Third National Bank Bldg., Springfield, Mass.

WORK THAT IS A PLEASURE

The Ideal Job is one working for and with a company where everyone is earnestly interested, where efforts are appreciated and encouraged, and there is a zest for accomplishment. We have openings in our sales department for salesmen and for letter writers. These letter writers must be men who can travel with the salesmen part of the time and get the viewpoint from the other side of the counter and the small town merchant. THE MONITOR STOVE COMPANY, 99 years of service, Cincinnati, O. "A good company to work for."

MISCELLANEOUS

Human interest poster and street-car sketches and designs. Attractive texts in prose or jingles. Unique service at moderate prices. Pencil sketches free. Box 346, PRINTERS' INK.

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

JINGLES

Paul the Poet takes the prize. For writing rhymes to advertise. Attractive lines to make one think—Address him care of PRINTERS' INK.

Technical Journal For Sale

Has very large paid circulation in a special field with no competition. Advertisers all pay the same rate—a high one. Everything about the business will stand the closest scrutiny. Is A. B. C. member. Has international reputation. Address: Scrutiny, Box 337 care Printers' Ink.

HAVE A PERMANENT ADDRESS at the best center in the largest market in the world, an office you can use when in New York. Write us for our proposition.

MANHATTAN REPRESENTING CO.
51 East 42d St., New York City

Established Sales Organizat'on

can be secured at nominal cost to responsible manufacturer. We now cover Penna., New Jersey, Delaware and Eastern shore of Maryland. War conditions responsible for our taking on additional line. Can give proof of our ability to "put it over" for the right article. Box 339, care Printers' Ink.

Three Office Equipment Bargains

A No. 19 Multigraph Folder, an Elliott Hand Addresser and a Multigraph Bank of Type with Elite size type equipment. These are as good as new and offered at very low prices to sell quickly. Write us for further descriptions and prices. We have but one of each—be quick. Bayless Sons Company, Muncie, Ind.

POSITIONS WANTED

Publisher's Manufacturing Man

With experience as purchasing agent, age 36. Expert knowledge of paper, typography and binding. Address Box 349, care PRINTERS' INK.

Copy writer with ideas, experienced in government publicity work, can give part time to preparing pamphlets and articles or planning high class campaigns. Box 350, care PRINTERS' INK.

Able newspaper writer-editor-advertiser, 33, wants connection any line with future. Tactful, resourceful, diplomatic, energetic, business student. Good-will builder. Box 348, P. I.

LAYOUT AND COPY MAN

College man (27) rejected in draft, conscientious worker, with common sense ideas and native writing ability wants opportunity with New York agency, dept. store or mfr. Can begin Monday. Box 347, P. I.

Advertising and Sales Manager

who has specialized in dealers' service work. Exceptional training on large, well-known trade paper, supplemented by experience as executive in largest manufacturing concern in its particular field. Thorough knowledge of organization, sales and advertising methods. Supervise the preparation of advertising material, catalogs, house-organs sales correspondence, follow-up letters and systems. Have come into direct contact with field reached through position as branch manager. My work is now limited, as the war has diverted our production. Want to fit in with a progressive organization offering an unlimited future to a young man of twenty-five, married, draft exempt, who has plenty of ambition, initiative and action.

Address, Box 341, care of Printers' Ink

Copy Writer and Layout Man; sketches finished layouts, in pencil, wash, and color, for submitting to client; broad New York experience writing and laying-out number of season's campaigns on wide range of subjects; many national. Box 344, care of Printers' Ink.

ADVERTISING SOLICITOR

Thorough experience general accounts, now with metropolitan daily, desires change. A business getter and business builder, age 32, good appearance, highest credentials. Address Box 343, Printers' Ink.

A Man's Size Position Has Been Mine for Years Although I Am a Woman. (Administrative and executive.) I prefer selling advertising, but will consider inside position. High class connection only. Present position, business manager. Box 352, PRINTERS' INK.

Capable, dependable advertising publicity manager seeks position away from New York. Manufacturing concern Western city preferred. I write copy that brings results. Exceptionally adept in sales correspondence. Initiative, resourceful, near-dynamic energy. Accustomed big campaigns. Sixteen years editorial positions Metropolitan newspapers, then advertising publicity director largest motion picture concern in world where results proved capability. Age 43, married, good appearance. Salary \$90 week. Reference. Address Box 340, care of Printers' Ink.

Advertising Manager looking for Bigger Field

This man has had 18 years practical newspaper experience. Have made and am making advertising a study. Qualified to take full charge of any progressive daily. Can show positive proof of my producing ability. This man possesses ambition, enthusiasm, personality and character. This man is 28 years old, happily married 11 years and has 3 children. Have personal acquaintance with all agencies.

Positively will not consider anything without great future. Can furnish only the highest class references. Would consider leaving newspaper field for right opportunity. Address "Ambition," Box 351, care PRINTERS' INK.

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we have a
personal
representa-
tive within
a few hours
ride of any
point in the
United States

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

Maps Like This



picture for you the advertising opportunities of the Chicago Territory in which one family in every five reads *The Chicago Tribune*. If you really want to *know* about the wealth and possibilities of this rich, compact market, write for the new 36-page **BOOK OF FACTS**—a reference work that you need.

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)